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**SHAYA ZAMORA SHARES “NEVER KNEW”**

**RISING ALTERNATIVE SINGER-SONGWRITER HONORS LATE FRIEND**

**WITH PERSONAL NEW SINGLE**

**“NEVER KNEW” AVAILABLE NOW VIA ATLANTIC RECORDS**

[**LISTEN**](https://shayazamora.lnk.to/NeverKnew) **TO “NEVER KNEW”**

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Rising alternative singer-songwriter **Shaya Zamora** makes an emotional return with today’s premiere of his personal new single, “[**Never Knew**](https://shayazamora.lnk.to/NeverKnew),” available now via Atlantic Records [HERE](https://shayazamora.lnk.to/NeverKnew).

*“‘Never Knew’ started out as a song I was writing with one of my good friends, Tyler,”* says Shaya Zamora. *“The idea hit me outside a hospital one day, and we started working on it together. But before we could finish, Tyler passed away. At first, the loss shattered me, but in time, I began to see God’s love in it all. While I may never fully understand why he was taken so soon, I believe God had a greater plan for him. Now, this song holds a much deeper meaning than I ever expected. It’s not just about heartbreak or self-doubt anymore. It’s about faith, healing, and remembering the bond I shared with my friend, trusting that he’s in a better place now.”*

“Never Knew” follows this summer’s arrival of Zamora’s official label debut single, “[Sinner](https://shayazamora.lnk.to/Sinner),” available [HERE](https://shayazamora.lnk.to/Sinner). The profoundly moving track – which was first unveiled alongside Zamora’s signing in a [*Billboard*](https://www.billboard.com/pro/pretty-little-devil-singer-shaya-zamora-signs-atlantic-more/)exclusive – proved a viral sensation through a series of hugely popular social media teases, generating more than **60M** views on TikTok thus far. “Sinner” is joined by an official lyric video now with over **1.5M** views at YouTube [HERE](https://www.youtube.com/watch?v=8jKwAg4z55M&ab_channel=ShayaZamora).

Shaya Zamora has swiftly become a worldwide phenomenon with his raw emotion and vibrant acoustic melodies, built upon a singular strain of intimate songcraft and deeply spiritual storytelling. Raised in rural Washington, Zamora began writing songs at an early age, chronicling what he considers “*just real down-to-earth things.*” The gifted young artist quickly found a following, earning him millions of worldwide streams and an increasingly fervent fan base in the months since his summer 2023 debut. Indeed, Zamora’s profile has continued to rise dramatically since the January 2024 arrival of his debut EP, [*Eulogize*](https://shayazamora.lnk.to/EulogizeAW), which has garnered close to **50M** total streams thanks in part to tracks like the fan favorite “Cigarette” (now boasting over **30M** streams to date).

Zamora ascended even higher with this spring’s breakthrough release of “[Pretty Little Devil](https://shayazamora.lnk.to/PrettyLittleDevilID),” available [HERE](https://shayazamora.lnk.to/PrettyLittleDevilID). Now with more than **45M** global streams (including over **2.8M** US streams in its first week alone), the track rose to **#2** on iTunes’ Alternative Chart while also ranking among the upper reaches of Apple Music and Shazam’s US and Global charts. “Pretty Little Devil” further earned over **200K** creates and more than **400M** views on TikTok (where it was added to TikTok’s #NewMusic global discovery hub and earned Zamora influential status as an Emerging Artist) as well as over **100M** views via IG Reels. An official lyric video currently boasting over **6.7M** views is streaming now at YouTube [HERE](https://www.youtube.com/watch?v=nht9Nbi2EY4&ab_channel=ShayaZamora). Now, with the extraordinary “Never Knew” – and more compelling new music to come – Shaya Zamora is sure to soar to even greater peaks of popularity and artistic connection.

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