

FOR IMMEDIATE RELEASE
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SOUL-BEARING SINGER-SONGWRITER ALICIA CRETI RETURNS WITH NEW SINGLE, “MERRY GO ROUND”

LUSH NEW BALLAD JOINED BY OFFICIAL MUSIC VIDEO

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“Alicia Creti’s sympathetic songwriting and lyrical emphasis on personal growing pains, self-reflection, and the diverse aspects of the human experience creates a soundscape for listeners to enthrall in and relate to the stories of her music.” – VARIANCE

Los Angeles-based singer, songwriter, and pianist **Alicia Creti** returns today with her eagerly anticipated new single, “[Merry Go Round](#),” available now via Atlantic Records [HERE](#). Co-written and produced by **Elkan** (Rihanna, Drake), the lush ballad is joined by an official music video premiering today on YouTube [HERE](#).

“Life is like a merry-go-round,” says Alicia Creti. “It’s full of twists, turns, highs, lows, and it’s constant; we need to make money, save up, find your people, find the one, be healthy, be happy. It appears as if the good times are always fleeting. You try to carve out a moment to rest, but the brain doesn’t stop, it’s still spinning, trying to keep up with it all. If you spend a lot of time in this place you can start to ask yourself, is this grief and hardship all for nothing? If not, what for? Sometimes, the time spent in the darkness and meeting the depth of your own shadow can make you appreciate the magnitude of your light. So no matter how hard it may be right now, don’t give up. Just keep holding, because the merry will come back around.”

“Merry Go Round,” produced by GRAMMY® Award-winner Elkan, is best known for his work on “NOKIA” by Drake. This release follows last year’s breakthrough single “[Bleeding Me Dry](#),” available alongside an official music video streaming [HERE](#). Produced by 4x GRAMMY® Award-nominee **Pop Wansel** (Lizzo, Kehlani) and co-written by **Taylor Hill** (Drake, Justin Bieber, Summer Walker), the track has earned **close to 10M** worldwide streams, having

originally debuted as a stunning live performance video created exclusively for unique aesthetic music platform COLORS, now boasting **close to 1.5M** views [HERE](#). The Montreal, QC-native then made her network TV debut with an acclaimed performance of “Bleeding Me Dry” as part of the prestigious #LateShowMeMusic series on CBS’s The Late Show with Stephen Colbert, streaming [HERE](#).

“Creating this visual piece meant so much to me,” Alicia shares, reflecting on the creative process behind her new music video. *“I knew I wanted to show you exactly how I’ve been feeling, which has been pretty heavy hearted. Sometimes it feels like the heart’s in control, not you. It’s exhausting. But if you stop treating it like an inconvenience, and start caring for it, you may set yourself free. This one’s for the ones who need it”*

2024 also saw the arrival of Creti’s deeply moving debut EP, [Self/Less](#), available now [HERE](#). The 7-track project, which chronicles the gifted songstress’s own personal journey of self-discovery, includes such fan favorites as [“Epiphany,”](#) [“Crazy,”](#) [“Congratulations,”](#) and the powerful [title track](#), the latter hailed by UPROXX as *“a moving and eloquently honest ballad that details the unintended effects of being selfish toward one’s desires.”* In addition, Creti also contributed the tender [“No Better”](#) to the award-winning Netflix animated feature film, *Ultraman: Rising*, streaming [HERE](#).

ABOUT ALICIA CRETI:

With her elegant, commanding vocals and humbly confident songwriting, Alicia Creti skillfully weaves a tapestry of self-reflection, heartbreak, and the myriad facets of the human experience, inviting listeners to immerse themselves in the pages of her personal journal. Her sound is a breath of fresh air, transcending genre boundaries with a compelling touch of nostalgic soul. Hailing from the suburbs of Montreal, Creti started to sing at barely three years old and hasn’t stopped since. Inspired by artists such as Rihanna, Beyonce, Brandy, and Stevie Wonder, she began penning songs of her own by the age of six and soon developed chops on both the piano and on the microphone, taking advantage of every opportunity to perform, whether it be at school or in the street.

In 2020, Creti began posting on social media and immediately achieved viral impact with versatile covers that earned **more than 6M** views around the world. She made her official debut with 2022’s “Congratulations,” garnering **over 3M** global streams and critical applause from *Lyrical Lemonade* as *“a flawless masterpiece.”* Creti’s star continued to ascend with an ongoing series of original tracks, including her Atlantic Records debut single, [“Strange,”](#) which has earned **over 8M** worldwide streams and **close to 4.5M** YouTube views since its 2023 release.

Creti celebrated the breakthrough success of *Self/Less* and “Bleeding Me Dry” with a series of live performances, including a North American tour alongside Mahalia that saw her winning over new fans and social media followers with each stop on the 24-city run. Now, with “Merry Go Round” – and more soulful new music to follow – Alicia Creti is poised to show the world not only how far she has come but where she’s headed next.



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