|  |
| --- |
|  |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | **BELLA POARCH AND SUB URBAN ANNOUNCE CO-HEADLINING NORTH AMERICAN TOUR**  ***THE VIRGILS MANIA TOUR* KICKS OFF SEPT. 7TH**  **PURCHASE TICKETS**[**HERE**](http://virgilsmaniatour.com/) | |  |  |  | | --- | --- | | |  | | --- | | Text  Description automatically generated | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD ARTWORK HERE](https://wmg.sharepoint.com/sites/US.WBR.Publicity/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FUS%2EWBR%2EPublicity%2FShared%20Documents%2FARTISTS%2FSub%20Urban%2FAdmat%202%2Epng&parent=%2Fsites%2FUS%2EWBR%2EPublicity%2FShared%20Documents%2FARTISTS%2FSub%20Urban) | |  |  |  | | --- | --- | | |  | | --- | | **June 8, 2021 (Los Angeles, CA)** – **Sub Urban** and **Bella Poarch** have announced the fall co-headlining ***Virgil's Mania Tour****.*It brings together two of alt-pop’s most mesmerizing acts for a lengthy slate of dates across North America. The tour follows a series of recent collaborations between the two artists. In March, **Poarch** starred in the noirish video for **Sub Urban**’s beloved single “[**Cirque**](https://www.youtube.com/watch?v=6vNh-QW6Hlc).” He returned the favor by taking the role of creative director for **Poarch**'s striking "[**Build A Bitch**](https://www.youtube.com/watch?v=FLGCGc7sAUw)" visual, which recently smashed the record for the biggest debut EVER on YouTube by a brand new artist, with over 75 million first week video views and more than 157 million to date.  Tickets are available [HERE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fvirgilsmaniatour.com%2F&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C60ad36b7fc65493d8e5d08d929df19a0%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637586860456094843%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=S%2FXOx%2FSwLfIpy9CX6aQ9oDk1pJz55l1OjZEWe9edXrU%3D&reserved=0).  In late 2019, **Sub Urban**'s visionary style of pop was embraced by the masses as his viral single "[**Cradles**](https://www.youtube.com/watch?v=KBtk5FUeJbk)" became a cult-classic hit, garnering over 351 million YouTube views and peaking at #1 on US alternative radio. He followed with another massive moment in "[**Freak**](https://www.youtube.com/watch?v=zNrKoWG7Cj0)," included as part of his debut EP [***Thrill Seeker***](https://suburban.lnk.to/ThrillSeeker). **Sub Urban** kicked off 2021 with a new single and visual in "[**PATCHWERK**](https://www.youtube.com/watch?v=uaJIQYs0vm4)," which serves as a taste of what's to come on his upcoming debut full-length.  **Bella** just released her debut single “**Build a Bitch**,” which has been smashing streaming records, entering both the Global and US YouTube charts at #1. After a year spent at home, there’s sure to be more desire than ever to escape into the world of **Sub Urban** and **Bella** **Poarch**.  **Sub Urban and Bella Poarch Tour Dates:**  September 7, 2021 Tue - Santa Ana, CA - Constellation Room  September 8, 2021 Wed - San Francisco, CA - Rickshaw Stop  September 10, 2021 Fri - Seattle, WA - The Crocodile  September 13, 2021 Mon - Salt Lake City, UT - The Complex  September 14, 2021 Tue - Denver, CO - Marquis Theater  September 16, 2021 Thu - Kansas City, MO - recordBar  September 17, 2021 Fri - St. Louis, MO - Delmar Hall  September 19, 2021 Sun - Detroit, MI - The Magic Stick  September 21, 2021 Tue - Columbus, OH - A&R Music Bar  September 22, 2021 Wed - Chicago, IL - Bottom Lounge  September 27, 2021 Mon - New York, NY -The Gramercy Theatre  September 29, 2021 Wed - Boston, MA - Brighton Music Hall  October 1, 2021 Fri - Charlotte, NC - The Underground  October 2, 2021 Sat - Atlanta, GA - Center Stage (The Loft)  October 4, 2021 Mon - Orlando, FL - The Social  October 5, 2021 Tue - Tampa, FL - The Orpheum  October 8, 2021 Fri - Dallas, TX - HiFi  October 9, 2021 Sat - Austin, TX - The Parish  October 11, 2021 Mon - Phoenix, AZ - Crescent  October 12, 2021 Tue - Los Angeles, CA -Troubadour | |  |  |  | | --- | --- | | |  | | --- | | A person in a costume  Description automatically generated with medium confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD BELLA POARCH PRESS PHOTO HERE](https://press.warnerrecords.com/wp-content/uploads/2021/05/Press-4-2-scaled.jpg) | |  |  |  | | --- | --- | | |  | | --- | | A person with curly hair  Description automatically generated with low confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PRESS PHOTO HERE](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/ETwpiOBMXxFAlukOQR2ZmUgB-vK6yvglYAmoWSPWQWWdHQ?e=oKfyzM)  Photo Credit: Axel Kabundji | |  |  |  | | --- | --- | | |  | | --- | | **ABOUT BELLA PORCH**  Infinitely fascinating and unpredictable, Bella Poarch is a true force of nature. Not only the world’s third-biggest TikTok star (with over 72 million followers and counting), the Filipino-American is a U.S. Navy veteran who’s created countless home recordings based on her emotional & raw life experiences. Originally hailing from a tiny farm in the Philippines, Bella first discovered her vocal gifts as a little girl and started performing at school talent shows despite her parents’ disapproval. She enlisted in the U.S. Navy at 17, where she proudly served working on helicopters and jets across the States and Japan, and ultimately landed in Hawaii as her contract was ending. Based on her friends’ suggestion, Bella downloaded TikTok in early 2020 and soon found a community who propelled her to the most-liked TikTok video of the year – an August 2020 post that’s accrued 50 million likes. By September 2020 she’d moved to L.A. to focus on her career goals a musician, and now, with her debut single “Build a Bitch,” produced by Sub Urban, and more music to come, Bella Poarch delivers her own diverse and alternative brand of dark pop.  **ABOUT SUB URBAN**  Sub Urban’s take on pop can sound dark, at first. The 21-year-old singer, songwriter, and producer born Daniel Maisonneuve has spent the last few years writing captivating, otherworldly music as a means of processing the turmoil of a tumultuous coming of age in New Jersey. Even on his most beloved songs, he sings about heavy themes—addiction, anxiety, and the lonely weight of existence. But as he finishes the follow-up to his 2020 debut, *Thrill Seeker*, it’s as if his eyes have adjusted to the shadows. “My new sound is manic, sinister, and cynical,” he admits. “But it feels more whimsical too. My sound is no longer just dreary. And it feels more cohesive than it’s ever been.” Sub Urban’s first hit, 2019’s “Cradles,” gave shape to an approach that’s fueled his music-making since he was a kid, when he dreamt up “a new world of make-believe” as an escape from the isolation and existential despair he felt in his daily life. That vision resonated. Buoyed by TikTok virality and a stunning music video, the song hit #1 at U.S. alternative radio and has since earned over 316 million views on YouTube. Though*Thrill Seeker* was mostly made up of songs written before “Cradles,” it reinforced Sub Urban’s imaginative worldbuilding. Throughout the time he’s been working on his next album, he’s never stopped dreaming of wrinkles to add to Sub Urban. Even if it still seems dark at times, this new era is fueled by the joy of creation—the exciting energy of ushering in a whole new world. | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW SUB URBAN**  [Instagram](https://www.instagram.com/thatsuburban/) | [Twitter](https://twitter.com/ThatSubUrban/media?lang=en) | [TikTok](https://www.tiktok.com/share/user/6680242202810221573?u_code=9g94l5mhb7m4f&language=en&utm_campaign=client_share&app=musically&utm_medium=ios&user_id=212858284150575104&tt_from=copy&utm_source=copy" \t "_blank) | [YouTube](https://www.youtube.com/channel/UCqAil6_A1dWHdFXzOwVLqlg)    **FOLLOW BELLA POARCH**  [Instagram](https://www.instagram.com/bellapoarch/) | [YouTube](https://www.youtube.com/c/bellapoarch/featured) | [Twitter](https://twitter.com/bellapoarch) | [TikTok](https://www.tiktok.com/@bellapoarch?lang=en" \t "_blank)    **For more information on Sub Urban, please contact:**  Yash Zadeh | Warner Records  [Yashar.Zadeh@warnerrecords.com](mailto:Yashar.Zadeh@warnerrecords.com)    **For more information on Bella Poarch, please contact:**  Ceri Roberts | Warner Records  [Ceri.Roberts@warnerrecords.com](mailto:Ceri.Roberts@warnerrecords.com) | |  |  |  | | --- | --- | | |  | | --- | |  | | | | | | |
|  |