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| **MAX RETURNS TO THE ROAD ON**[***THE LIVE IN COLOUR TOUR***](http://www.maxmusicofficial.com/tour)**THIS FALL****WATCH HIS PERFORMANCE ON *THE BACHELORETTE* ON JULY 12TH****NEW SINGLE**[**“BUTTERFLIES”**](https://www.youtube.com/watch?v=7Lna4Hu4-AQ)**WITH ALI GATIE OUT NOW** |

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| **July 6, 2021 (Los Angeles, CA)** – This fall, multi-platinum artist **MAX**will return to the road *for the first time in two years*to headline ***The Live In Colour*Tour** across North America. Following scheduled festival appearances at *Lollapalooza* in Chicago, IL on July 29 and the sold-out *BottleRock* festival on September 5, he launches the tour on November 11 at The Fonda Theater in Hollywood, CA, making additional stops in major markets across the country. **Francis Karel** and **Lauren Sanderson** provide support on select dates. Known for his show-stopping live performances highlighted by a growing catalog of hits, these shows *will* sell out. Tickets are available now at [www.maxmusicofficial.com/tour](http://www.maxmusicofficial.com/tour). Check out the full confirmed itinerary below. Next up,**MAX** will perform his newest rising hit **“Butterflies”**on an upcoming episode of ABC’s *The Bachelorette,*airing**Monday, July 12**, at 8/7c, on ABC.The episode will feature a special performance of the heartwarming serenade for the newest Bachelorette, Katie Thurston and her lucky date. **MAX** most recently unveiled the rising single **“Butterflies”** with **Ali Gatie**. Right out of the gate, the song amassed over 2 million-plus streams and more than 3.5 million views on the [music video](https://www.youtube.com/watch?v=7Lna4Hu4-AQ). Upon its arrival, MAX and Ali graced the cover of numerous playlists and the track fluttered to #25 on Spotify’s *New Music Friday* in addition to claiming coveted real estate on *Pop Rising*, *Fresh & Chill*, and more. Meanwhile, Apple Music highlighted it on playlists, including *New Music Daily*, *Future Hits*, and *Breaking Pop*. Additionally, [*Alternative Press*](https://www.altpress.com/news/max-ali-gatie-butterflies-new-collab/) applauded the song and praised, *“the smooth stylings of****MAX****’s voice combined with****Gatie****’s vocals further add to the song’s peaceful feel*.*”* Making headlines, **MAX** recently surprised a fan by performing at her wedding—as chronicled by [*People*](https://people.com/music/max-surprises-fan-wedding-exclusive/). Stay tuned for more from **MAX** soon! “**Butterflies**” is the tantalizing follow-up to **MAX**’s critically acclaimed project ***Colour Vision***. That record, which arrived to glowing reviews in 2020, found the hitmaker dabbling in Prince-inspired pop, hip-hop, and even a K-POP duet with Suga of BTS. With that experimental approach, and his incredible penchant for pop hooks, **MAX** has been able to connect with listeners all over the world — he’s racked up more than 1.5 billion streams as an independent artist. Now as a major label artist with Warner Records, that audience is sure to grow alongside him. **TOUR DATES:**7/28                     Chicago, IL                                       Park West7/29                     Chicago, IL                                       Lollapalooza9/5                       Napa Valley, CA                              Bottlerock11/11                  Los Angeles, CA                              The Fonda\*11/12                  San Francisco, CA                           August Hall\*11/17                  New York, NY                                  Webster Hall^11/18                  Washington, D.C.                           9:30 Club^11/26                  Philadelphia, PA                             TLA^11/28                  Boston, MA                                      Paradise^ \*with Francis Karel^with Lauren Sanderson **ABOUT MAX:**MAX’s music is fueled by authenticity. From his unfiltered, heart-on-sleeve lyrics to his handcrafted visuals, the breakout pop star invites you to be part of his world, sharing the highs, lows, and every neon-hued emotion in-between. He’s been labeled a “young pop god” by *GQ* and dubbed a “top pop star to watch” by *Billboard*, and it’s no wonder: He broke through in 2016 with the ubiquitous, triple-platinum “Lights Down Low.” The track shot to #1 at Hot AC radio and went platinum in a number of countries. Since then, MAX has amassed more than 1.5 billion streams, released a number of other multi-platinum songs, dropped the pop-expanding *Colour Visions* album, and collaborated with everyone from Suga of BTS to Chromeo to Hayley Kiyoko. With his irresistible Warner Records debut, “Butterflies” with Ali Gatie, MAX affirmed so much of what makes his songs special, from the easy inventiveness of his sound to his staggering lyrical transparency. MAX wrote the emotional ballad about renewing his wedding vows, making it a sequel to “Lights Down Low,” which famously doubled as a marriage proposal. Wide-eyed and sincere, it’s the kind of love song that smitten couples will slow dance to for years to come. “I want to dive deeper on both ends — with raw, honest songs like ‘Butterflies’ and the more experimental fare of *Colour Vision*,” he says. Now, with Warner Records at his back, MAX will have the best of both worlds, propelling his authentic vision further than ever before. |

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| **FOLLOW MAX:**[Website](https://maxmusicofficial.com/) | [Facebook](https://www.facebook.com/MAXMusic) | [Twitter](https://twitter.com/MAXMusic?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) | [Instagram](https://www.instagram.com/maxmusic/?hl=en) | [YouTube](https://www.youtube.com/channel/UCQIRM93QxhQ4pGm0cxuCXDw) | [TikTok](https://www.tiktok.com/%40max?lang=en" \t "_blank)**For more information, please contact:**Yash Zadeh / Warner Records**Yashar.Zadeh@warnerrecords.com**Ceri Roberts / Warner Records**Ceri.Roberts@warnerrecords.com** |

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