**ADAM MELCHOR DEBUTS GUITAR-DRIVEN SOUND ON NEW SINGLE “WHAT A DAMN SHAME”**

[**LISTEN HERE**](https://adammelchor.lnk.to/wads)

**2021 NORTH AMERICAN HEADLINE TOUR KICKS OFF OCTOBER 7TH**

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*“Adam Melchor is a singer-songwriter from New Jersey with the acoustic chops of an angel.”****– Esquire***

*“acoustic folk heaven”* ***– Teen Vogue***

*“Adam Melchor has all the making of an alt-radio-poised singer-songwriter”* ***– Alternative Press***

*“Adam Melchor is One To Watch in 2021.”* ***– Idolator***

**August 27, 2021 (Los Angeles, CA) –** New Jersey-born and Los Angeles-based singer/songwriter Adam Melchor debuts a brand-new guitar-driven sound with foot-stomping single, “What A Damn Shame,” out today via Warner Records. Listen to it [HERE](https://adammelchor.lnk.to/wads).

Fans can catch Melchor’s new plugged-in setup on the road this fall on his massive 30+ date North American headline tour, kicking off in Phoenix on October 7th before making stops across the country, including Los Angeles, Nashville, New York City, to name a few. See a full list of dates below, and purchase tickets at [adammelchor.com/tour](https://www.adammelchor.com/).

About the new song, Adam explains, *“Growing up, my first experiences of playing live were to restaurants and bars in New Jersey. This song is about a time I saw someone get stood up on a date. He waited, ate alone, left and the waitress came up to me and said did you see that? I said, ‘what a damn shame to waste a good shirt on a bad night.’ I wrote this song from the perspective of getting your hopes up with a sunken heart in a not-so-country country song.”*

“What A Damn Shame” follows the release of his dreamy Lennon Stella collaboration “Light Year,” as well as his debut Warner Records project, *Melchor’s Lullaby Hotline, Vol. 1 –* a soothing balm after a dark past year for the world – which earned acclaim from the likes of *Esquire, Billboard, Teen Vogue, SPIN, Earmilk, and many more.* Heralded by singles [“Begin Again”](https://adammelchor.lnk.to/beginagainvid) [“Last Time,”](https://adammelchor.lnk.to/lasttimevideo) and My Chemical Romance cover [“I’m not okay,”](https://adammelchor.lnk.to/imnotokayvid) the 12-track record was largely inspired by the Melchor Lullaby Hotline, which Adam launched at the onset of the COVID lockdown last year, urging fans to text or email him every Sunday to hear a new song. By the end of the year, he personally sent 44 songs to a rapidly growing list of almost 10,000.

**2021 FALL TOUR DATES**

October 7 Phoenix, AZ Valley Bar

October 8 San Diego, CA Soda Bar

October 9 Los Angeles, CA El Rey Theatre

October 11 San Francisco, CA Great American Music Hall

October 14 Portland, OR Doug Fir Lounge

October 15 Seattle, WA Chop Suey

October 17 Vancouver, BC Biltmore Cabaret

October 19 Boise, ID The Olympic

October 20 Salt Lake City, UT Urban Lounge

October 22 Denver, CO Bluebird Theater

October 24 Minneapolis, MN Fine Line

October 26 Madison, Wi High Noon Saloon

October 27 Chicago, IL Lincoln Hall

October 28 Indianapolis, IN Hi-Fi

October 30 Detroit, MI El Club

October 31 Toronto, ON Velvet Underground

November 1 Cambridge, MA The Sinclair

November 5 Brooklyn, NY Music Hall of Williamsburg

November 6 Washington, DC Union Stage

November 8 Charlotte, NC Neighborhood Theatre

November 9 Charleston, SC The Charleston Pour House

November 10 Atlanta, GA Terminal West

November 12 Asheville, NC The Grey Eagle

November 13 Nashville, TN Yee-Haw Brewing Co.

November 16 New Orleans, LA Gasa Gasa

November 18 Houston, TX The Heights Theater

November 19 Austin, TX Antones Nightclub

November 22 Dallas, TX Kessler Theater

December 1 Columbus, OH A&R Music Bar

December 2 Pittsburgh, PA Spirit Hall

December 3 Jersey City, NJ White Eagle Hall

December 4 Philadelphia, PA The Foundry

December 7 Baltimore, MD Metro Gallery

December 8 Richmond, VA Richmond Music Hall at Capital Ale House

**About Adam Melchor:**
Adam Melchor’s journey thus far has been far from conventional. Long story short, this proud Jersey boy picked up a guitar and eventually fulfilled his lifelong dream of becoming a musician in Los Angeles. But in reality, he got there by singing for mobsters *“well-suited insurance guys”*at pizza parlors, getting an Opera degree, playing thousands of hours in various dives, churches, and restaurants (sometimes in the same day), and driving across the country to the West Coast in an old Toyota Camry (twice). Moving to Los Angeles during 2018, he had sessions with everyone from Charlie Puth to The Chainsmokers, and has also toured alongside Mt. Joy, Dodie, Rodrigo Y Gabriela, and JS Ondara. Picking up steam, his single “Real Estate” gained impressive traction leading up to the 2020 *SUMMER CAMP*EP. After racking up more than 40 million streams and garnering acclaim from *NPR*, *Wonderland Magazine*, *Billboard, Atwood Magazine*, and more, he properly made his debut earlier this year with *Melchor Lullaby Hotline, Vol. 1*.

**###**

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