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| **LOS ANGELES BAND JUNIOR VARSITY RELEASE ANTHEMIC DEBUT SINGLE AND VIDEO “COLD BLOOD”****LISTEN TO “COLD BLOOD”**[**HERE**](https://juniorvarsity.lnk.to/coldblood)**– WATCH THE VIDEO**[**HERE**](https://juniorvarsity.lnk.to/coldbloodvideo) |

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| **April 2, 2021 (Los Angeles, CA)** – Today, Los Angeles band **Junior Varsity** shares their long-awaited anthemic debut single “**Cold Blood**.” After years of building a following through high-energy, occasionally bloody live shows and a string of evocative/provocative teasers on [Instagram](https://www.instagram.com/juniorvarsity/) (among other socials), the duo of **Greg** **Aram** and **Zach** **Michel** has properly debuted on **Warner** **Records**. Listen [HERE](https://juniorvarsity.lnk.to/coldblood). The thorny punk-pop track arrives accompanied by a gritty, dreamlike visual that features, among other things, a man on fire. Watch the video [HERE](https://juniorvarsity.lnk.to/coldbloodvideo). The song was also premiered by Zane Lowe on Apple Music.“Cold Blood” is an expressive, surrealist song that draws on the sneering dynamics of ’90s rock, the low-key psychedelia of bedroom pop, and the lonely emoting of some recent strains of rap and R&B. Dynamic and vibrant, the instrumental twists as **Aram** sings paranoid, yet honest lyrics about distrusting those closest to him.The video echoes the symbolic, stylish, and DIY-feeling footage that’s often accompanied the snippets they’ve uploaded to Instagram over the last few years. It opens with a man on fire running alongside a slowly moving car and gets stranger from there. Someone in a full-body cast falls into a swimming pool, **Aram** rages in a kitchen, and a shirtless man climbs the Hollywood sign.“Cold Blood” may be **Junior Varsity**’s first single to hit DSPs, but the duo has been on the rise. Their vivid social posts and wild live shows have won them a cult following and critical acclaim, garnering press support from [*Ones To Watch*](https://www.onestowatch.com/artist/junior-varsity) and [*Pigeons & Planes*](https://www.complex.com/pigeons-and-planes/2019/12/junior-varsity-interview-music)—the latter of which described their “unconventional approach” as part of the appeal for “for in-the-know fans on the bleeding edge.” With songs as textured, emotional, and fully realized as “Cold Blood,” **Junior Varsity** will soon be welcoming a whole lot more people into their strange world.  |

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| **ABOUT JUNIOR VARSITY:**Junior Varsity is the Los Angeles duo of Greg Aram and Zach Michel, whose music is inspired by rock and hip-hop from the early 2000s. They infuse their songwriting with thoughtful storytelling and transfer that passion to the stage with high-energy live shows. Their performances have garnered early press support from *Ones To Watch*, and *Pigeons & Planes.*In a rare move***,***the duo built up enough fan support to headline multiple nights at 200 capacity clubs in LA & NY, all without having released any music online. Junior Varsity’s aim is to cause disruption in the name of social progress.  |

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| **FOLLOW JUNIOR VARSITY:**[Instagram](https://www.instagram.com/juniorvarsity/?utm_source=ig_embed)**For more information, please contact:**Yash ZadehWarner Records**Yashar.Zadeh@warnerrecords.com** |

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