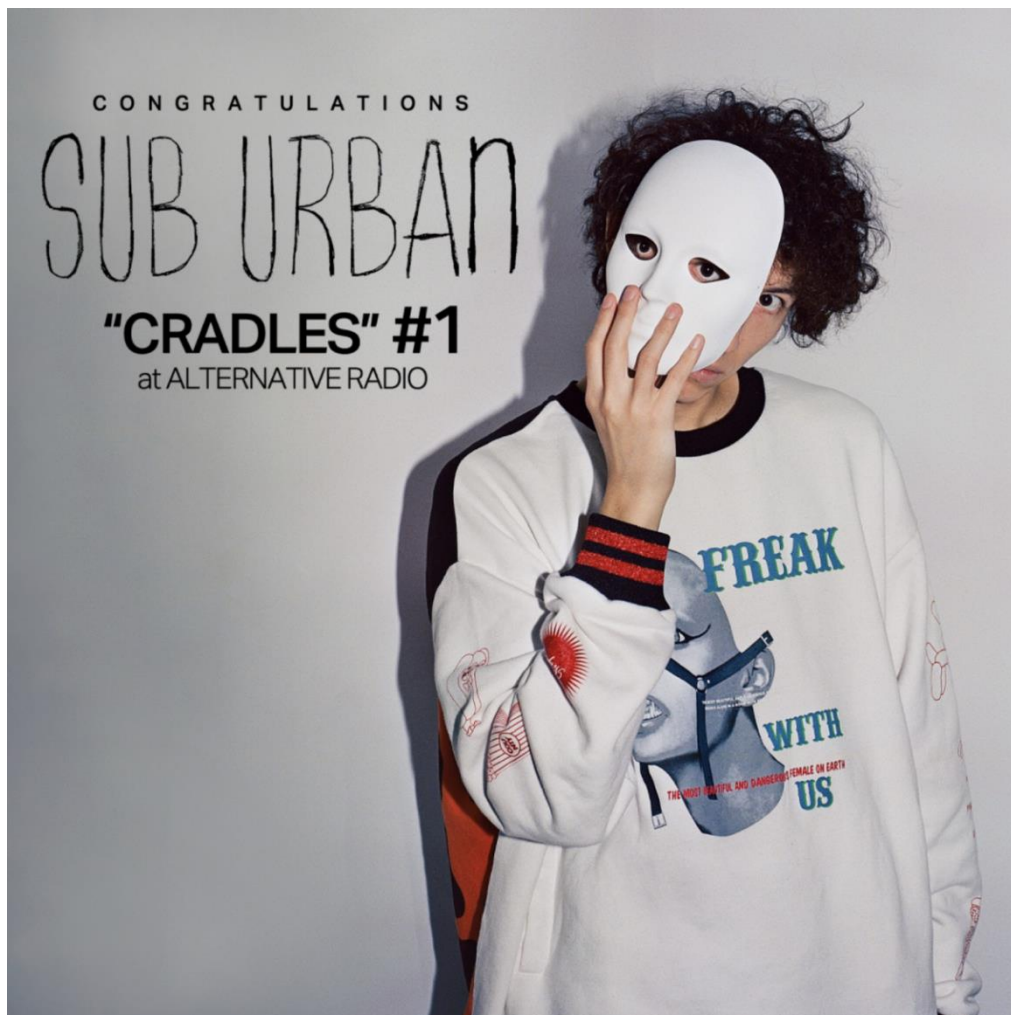


## SUB URBAN'S SMASH "CRADLES" HITS #1 AT ALTERNATIVE RADIO

EARNS TOP POSITION AFTER 25 WEEKS  
ON *BILLBOARD* ALTERNATIVE SONGS AIRPLAY CHART &  
MEDIABASE ALTERNATIVE RADIO CHART

"CRADLES" SURPASSES HALF A BILLION STREAMS AND 100  
MILLION VIDEO VIEWS ON YOUTUBE



March 23, 2020 (Los Angeles, CA) – On the heels of his debut EP, [Thrill Seeker](#), which released March 13th on Warner Records, 19-year-old New Jersey alt-pop artist **Sub Urban** has landed the top spot at alternative radio with his breakout smash "[Cradles](#)." The track claimed the #1 position

on both the *Billboard* Alternative Songs Chart and the Mediabase Alternative Radio Chart; a monumental feat for a new artist to achieve with a song he wrote and produced himself. "Cradles," which initially skyrocketed on TikTok with over 1 billion uses, has been streamed over half a billion times across all platforms. Additionally, the music video for "Cradles" has surpassed 103 million views to-date on YouTube.

*Thrill Seeker*, a brilliant debut EP, showcases the imaginative world of Danny Massoneuve (aka Sub Urban), drawing on elements of fantasy and "adolescent imperfection from the perfectionist," he explains. Sub Urban also just released a blockbuster video for "[Freak](#)" featuring pop maven REI AMI, which has since caught fire, amassing nearly 10 million views in one week. "Freak" received prominent placements on Spotify playlists, including "New Music Friday," "Singled Out" and "Pop Rising," while gracing the cover of "Alternative Beats" for the first time as well as debuting on "Anti-Pop." Sub Urban has been covered by *Billboard*, *Genius*, *Paper Magazine*, *Alternative Press* and more. He was also slated to support Yungblud and Melanie Martinez on tour, however, the original dates of both tours have been postponed until further notice.

*"perfectly suited and relatable to a new generation of music fans who use the internet to connect and look to music for a crucial outlet"* – **Pigeons & Planes**

*"[Sub Urban's] hybrid of minimalist grooves and youthful, psychic eccentricity will be the thing everybody will attempt to steal this year"* – **Alternative Press**

*"Combining elements of left-of-center pop with a wondrously macabre vision, Sub Urban is crafting out a niche that is all his own."* – **Ones To Watch**



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