

YDE

MULTIHYPHENATE YDE RELEASES VULNERABLE NEW SINGLE AND VIDEO “NORMAL TO FEEL”

WATCH THE “NORMAL TO FEEL” VIDEO [HERE](#)

DEBUT EP *SEND HELP* DUE SEPTEMBER 9
PRE-SAVE [HERE](#)



“YDE is a Voice for Her Generation” - PAPER

“[YDE] perfectly channels the angst and malaise of Gen Z” - V Magazine

August 12, 2022 (Los Angeles, CA) – Today, multifaceted rising pop star **YDE** (*pronounced EE-dee*) oozes vulnerability on her new single, **“Normal to Feel,”** which arrives in advance of her

debut EP **SEND HELP**, set for release on September 9 via **Facet Records/Warner Records** - pre-save [HERE](#). Listen to “**Normal to Feel**” [HERE](#) and watch the striking music video with moving choreography [HERE](#).

Over gentle acoustic arrangements and lush beds of piano, the Australian artist sings about the impulse to hide her true emotions. “*I’m not even sure why I just cried,*” she sings. “*When I’m happy, I cover my smile.*” It’s moving, and relatable for anyone who finds it tough to be introspective and honest.

Executive produced by **YDE**, **SEND HELP** thrives in stripped-back simplicity — letting raw emotions speak for themselves. In the leadup to “**Normal to Feel**,” the singer-songwriter examined societal trauma on “[People Can Change](#).” In June, she showcased her knack for penning diaristic, highly relatable songs with “[Old Her](#)” on which she indulged childhood nostalgia and sorted through the complexities of young adulthood.

YDE first made waves with October 2020’s “Stopped Buying Diamonds,” co-written with mentor and Facet Records founder **Justin Tranter**, a tongue-in-cheek recognition that Gen Z is disastrous in the eyes of older generations. On **SEND HELP**, **YDE** proves you don’t need to have all the answers, so long as you’re brave enough to ask questions.



ABOUT YDE:

With razor-sharp lyrics about personal transformation, and her relationship with the future, YDE (EE-dee) writes catchy, alt-skewering pop songs about what it means to be human. Simultaneously humble and herculean the Australian-born, Filipino singer/songwriter dives even deeper into the human condition on her recent singles, “Old Her” and “People Can Change” as well as her upcoming EP **SEND HELP** via Warner Records. “*Ultimately, I really hope that people who need to hear my music, hear it,*” YDE says. Born in Australia, Breanna, her real name, moved to the US with her parents as a toddler. YDE went on to land starring roles on Nickelodeon series, *The Haunted Hathaways* at the age of nine, and *School of Rock*, before landing on the Netflix

Series, Malibu Rescue. Most recently, the multi-faceted artist starred in the live production of *WILD: A Musical Becoming* alongside Idina Menzel.

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