

**POP MAVERICK MAX RECRUITS KESHI FOR ROMANTIC NEW SINGLE  
“IT’S YOU”  
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**NORTH AMERICAN HEADLINE TOUR THIS FALL  
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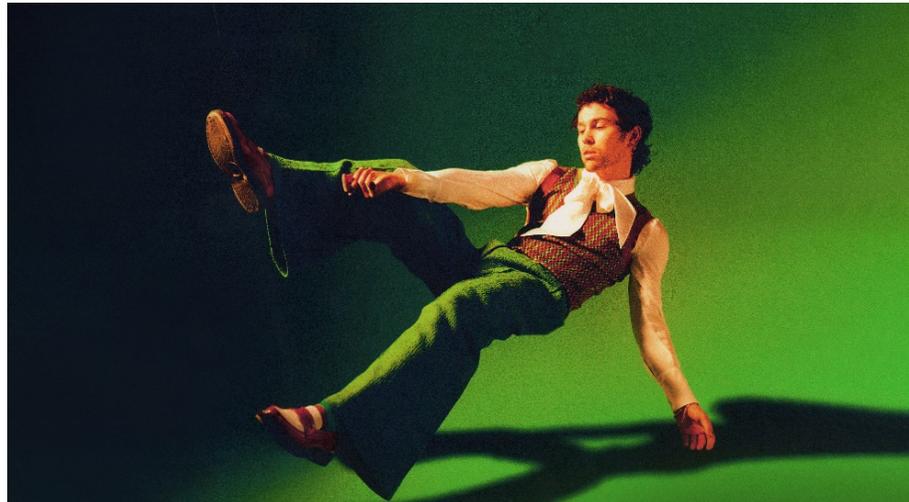
**September 9, 2022 (Los Angeles, CA)**– Today, pop singer **MAX** releases the breezy ballad **“IT’S YOU”** featuring **keshi**. Listen [HERE](#) via **Warner Records**. The sweetly romantic anthem, which follows hits **“Gucci Bag”** and **“Wasabi,”** is a slow groove made for cuddling in bed on a lazy Sunday—the kind of cozy, intimate moment that **MAX** previously documented on the swoon-worthy **“Butterflies.”**

On **“IT’S YOU,”** the collaborators focus on the quiet moments of a love affair. *“Another Sunday afternoon and I’m still in bed with you, nothing else I want to do,”* **MAX** croons over a gently strummed acoustic guitar. *“Order from that place you like, we don’t need to go outside.”* Houston breakout **keshi** then steps up to the mic to sprinkle a little sugar: *“I keep dreaming there’s a somewhere we grow old together.”*

“Keshi and I wanted to create a song that just felt special and intimate,” **MAX** says. “We both wrote the song for the loves of our lives and we bonded over painting the picture, lyrically, of a love story that’s all about the little moments that feel warm and close in a relationship.” Ultimately, he says, the song is about “wanting to hold onto a feeling forever.”

The stripped-down production of **“IT’S YOU”** beautifully showcases **MAX’s** astounding vocal range as well as his honey-dipped harmonies with **Keshi**. It’s a fitting addition to the singer-songwriter’s soulful new chapter at Warner Records, which has delivered **“Gucci Bag,”** **“Wasabi,”** and **“Butterflies.”** The latter has amassed more than 167 million global streams, pushing his global tally past 1.5 billion streams, across releases.

“IT’S YOU” is just one of the many things MAX is currently cooking up. He co-wrote **BTS’s** latest single “**Yet To Come,**” which hit #1 on the Billboard Ex-U.S. chart. Additionally, the pop artist is headlining a tour through the U.S., which has already sold out at numerous stops, and is preparing for several festival appearances including Firefly, Parklife, Isle of Wight, Electric Forest, Music Midtown, and Wonderbus. Now, with the lovingly crafted “IT’S YOU,” **MAX** reaffirms his status as one of pop’s most empathetic and engaging performers.



**MAX** north america tour 2022

10.17 SANTA ANA, CA *	OBSERVATORY	11.17 ORLANDO, FL *	PLAZA LIVE
10.19 SACRAMENTO, CA *	ACE OF SPADES	11.19 TAMPA, FL *	ORPHEUM
10.21 PORTLAND, OR *	CRYSTAL BALLROOM	11.20 SAN DIEGO	WONDERFRONT MUSIC FESTIVAL
10.22 SEATTLE, WA *	SHOWBOX	11.22	
10.23 VANCOUVER, BC *	HOLLYWOOD THEATRE	11.25 NEW YORK, NY ^	IRVING PLAZA
10.27 LAS VEGAS, NV *	HOUSE OF BLUES	11.26 NEW YORK, NY ^	IRVING PLAZA
10.28 LOS ANGELES, CA **	THE WILTERN	11.27 BOSTON, MA ^	ROYALE
10.29 SAN FRANCISCO, CA *	FILLMORE	11.29 CHARLOTTE, NC ^	THE UNDERGROUND
11.01 PHOENIX, AZ *	CRESCENT	11.30	
11.02 ALBUQUERQUE, NM *	EL REY	12.02 CLEVELAND, OH ^	HOUSE OF BLUES
11.04 SALT LAKE CITY, UT *	THE DEPOT	12.04	
11.05 DENVER, CO *	SUMMIT MUSIC HALL	12.05 NASHVILLE, TN ^	BROOKLYN BOWL
11.08 DALLAS, TX *	ECHO	12.07 MINNEAPOLIS, MN ^	VARSITY
11.09 AUSTIN, TX *	EMPIRE	12.08 GRAND RAPIDS, MI *	ELEVATION
11.10 HOUSTON, TX *	HOUSE OF BLUES	12.09 DETROIT, MI ^	ST. ANDREWS
11.13		12.11 CHICAGO, IL ^	HOUSE OF BLUES
11.15 FORT LAUDERDALE, FL *	REVOLUTION LIVE	12.12 ST. LOUIS, MO ^	DELMAR HALL

\* SUPPORT FROM **SARA KAYS**    ^ SUPPORT FROM **VINCINT**    \* SPECIAL GUEST TO BE ANNOUNCED  
 TICKETS AND VIP PACKAGES AVAILABLE AT [MAXMUSICOFFICIAL.COM](http://MAXMUSICOFFICIAL.COM)

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**TOUR DATES:**

10/17	Santa Ana, CA	Observatory OC*
10/19	Sacramento, CA	Ace of Spades*
10/21	Portland, OR	Crystal Ballroom
10/22	Seattle, WA	The Showbox*
10/23	Vancouver, BC	Hollywood Theatre*
10/27	Las Vegas, NV	House of Blues*
10/28	Los Angeles, CA	The Wiltern*
10/29	San Francisco, CA	The Fillmore*
11/1	Phoenix, AZ	Crescent Ballroom*
11/2	Albuquerque, NM	El Rey Theatre*
11/4	Salt Lake City, UT	The Depot*
11/5	Denver, CO	Summit Denver*
11/8	Dallas, TX	The Echo Lounge & Music Hall*
11/9	Austin, TX	Empire Garage & Control Room*
11/10	Houston, TX	House of Blues*
11/15	Fort Lauderdale, FL	Revolution Live*
11/17	Orlando, FL	The Plaza Live*

11/19	Tampa, FL	The Orpheum*
11/20	San Diego, CA	Wonderfront Music Festival
11/25	New York, NY	Irving Plaza^
11/26	New York, NY	Irving Plaza^
11/27	Boston, MA	Royale^
11/29	Charlotte, NC	The Underground^
12/2	Cleveland, OH	House of Blues^
12/5	Nashville, TN	Brooklyn Bowl^
12/7	Minneapolis, MN	Varsity Theater^
12/8	Grand Rapids, MI	Elevation^
12/9	Detroit, MI	Saint Andrew's Hall^
12/11	Chicago, IL	House of Blues^
12/12	St. Louis, MO	Delmar Hall^

\* Support from Sara Kays

^Support from VINCINT



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#### **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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**For more information, please contact:**

Yash Zadeh / Warner Records

[Yashar.Zadeh@warnerrecords.com](mailto:Yashar.Zadeh@warnerrecords.com)

Ceri Roberts / Warner Records

[Ceri.Roberts@warnerrecords.com](mailto:Ceri.Roberts@warnerrecords.com)

