|  |  |
| --- | --- |
| |  | | --- | | **MAX ANNOUNCES SIGNING TO WARNER RECORDS**  **NEW SINGLE “BUTTERFLIES” FEATURING ALI GATIE OUT NOW**    **LISTEN HERE – WATCH VIDEO HERE** | |

|  |  |
| --- | --- |
| |  | | --- | |  | |

|  |  |
| --- | --- |
| |  | | --- | | [DOWNLOAD ARTWORK](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/EbykkubX4r5BkNdM6KRd8VkBtjIW9TPO7TEwdaK3Z0O8Ag?e=qvdtE2) | |

|  |  |
| --- | --- |
| |  | | --- | | **June 25, 2021 (Los Angeles, CA)**– Today, multi-platinum pop star **MAX** shares “**Butterflies**,” an emotional collaboration with Canadian hitmaker **Ali** **Gatie**. The romantic track rings in **MAX**’s signing to **Warner Records**, and plays as a sequel to his unforgettable breakthrough, “[Lights Down Low](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D5-xVwxqjNyI&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562538246%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=vtaAlE4LgM8PE5P1M6kYQ0CF%2BwMvQEDoAB1yskbIG54%3D&reserved=0).” Listen HERE and watch the heartwarming new video HERE.    “**Butterflies**” was inspired by **MAX**’s decision to renew his wedding vows — a fitting follow-up to “Lights Down Low,” which famously doubled as a marriage proposal.**MAX** belts on the romantic ballad’s chorus. *“I won’t stop getting butterflies, I get ‘em every time I look into your eyes.”*The pop auteur is assisted by **Ali** **Gatie**, who adds a soulful twist to the emotional anthem. It’s the perfect song to play at weddings and anniversary dinners for years to come.    “Essentially, it’s about falling deeper and deeper in love with my wife,” **MAX** says. Given the song’s deeply personal subject matter, it’s only fitting that the visual is similarly autobiographical. In it, the artist celebrates the birth of a daughter — he is a new dad in real life — and watches on proudly as she grows into a beautiful young woman. **Ali Gatie** says of the song, “Butterflies” celebrates the beautiful journey of the long-lasting love we all hope to find. I’m honored to join Max in telling this powerful story.    “**Butterflies**” is the tantalizing follow-up to **MAX**’s critically acclaimed project ***Colour Vision***. That record, which arrived to glowing reviews in 2020, found the hitmaker dabbling in Prince-inspired pop, hip-hop, and even a K-POP duet with Suga of BTS. With that experimental approach, and his incredible penchant for pop hooks, **MAX** has been able to connect with listeners all over the world — he’s racked up more than 1.5 billion streams as an independent artist. Now as a major label artist with Warner Records, that audience is sure to grow alongside him. | |

|  |  |
| --- | --- |
| |  | | --- | |  | |

|  |  |
| --- | --- |
| |  | | --- | | [DOWNLOAD HI RES PRESS PHOTO](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/EWRadegT-llApPDFH2DzPagBCe4NSCx3fIrUPPZx4AHDCQ?e=qeFSxi) | |

|  |  |
| --- | --- |
| |  | | --- | | **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.  **ABOUT ALI GATIE:**  Ali Gatie’s music is intimate in a way that almost feels private. The Toronto-raised artist’s pop-meets-R&B is often vulnerable, wounded, and yearning — listening is less like thumbing through his diary than stumbling upon the pages he’s ripped out and stuffed at the bottom of a drawer. Hits like double-platinum acoustic love letter “It’s You” and his new EP, *The Idea of Her*, demonstrate how affecting such an approach can be — he shares the contours of his emotions in hopes that listeners see themselves reflected. And his fans, The LISNers, have connected to these songs in a way that feels profound. After blossoming his sound via bigger projects like 2020’s *You*, he’s now accumulated over 3 billion streams across platforms. Gatie isn’t the type to care about such numbers, but it’s evidence of the powerfully authentic bonds he’s been able to form. *The Idea of Her* is full of new leaps, including a colorful collaboration with Marshmello and Ty Dolla $ign called "Do You Believe," which makes it the perfect next step for both Gatie and The LISNers — the EP underscores his unguarded approach to songwriting while emphasizing that there are new worlds out there to explore. “I want my fans to know I’m still figuring this out,” he says of his next chapter, which will include a full-length studio album sooner than later. “I might not know for five or 10 years, but this is where I feel like I sit most comfortably. You can expect the unexpected.” | |

|  |  |
| --- | --- |
| |  | | --- | | **FOLLOW MAX:**  [Website](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmaxmusicofficial.com%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562538246%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=%2By9TfBE%2BBYT98PTiFKrXmxfBnxDwPFwXDcV7PrpxGOg%3D&reserved=0) | [Facebook](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FMAXMusic&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562548242%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=X9zhfOTcnLovxLf87S6%2BRTLBTiieLpqytmHgjbeNSxI%3D&reserved=0) | [Twitter](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2FMAXMusic%3Fref_src%3Dtwsrc%255Egoogle%257Ctwcamp%255Eserp%257Ctwgr%255Eauthor&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562548242%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=0AivFj4v0IswiiA01OnP1%2BB6MW50koR49Tb6pT2ViX0%3D&reserved=0) | [Instagram](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fmaxmusic%2F%3Fhl%3Den&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562558235%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=7yS37zXJT8cFqNUcaGojeFiMdVn7hWOI4LBvtoXd%2FIw%3D&reserved=0) | [YouTube](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCQIRM93QxhQ4pGm0cxuCXDw&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562558235%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=SHhVKCfNybVbBUC6MruYuUyK%2FgpdIX1t56QAPch2pAA%3D&reserved=0)  **FOLLOW ALI GATIE:**  [Twitter](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Faligatie&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562568232%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=6B8U%2Bf5I8GTLR1zHn5J4El0uz4TAhw0II8a5Re12nNo%3D&reserved=0) | [Instagram](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Faligatie%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562578225%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=3i5LSwp%2FrXAbgal14KTeNDQnQlfLR87EVq6InJ4SFE0%3D&reserved=0) | [TikTok](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.tiktok.com%2F%40aligatie%3Fu_code%3Dd67fmf976b79b9%26preview_pb%3D0%26language%3Den%25C3%2597tamp%3D1561433358%26utm_campaign%3Dclient_share%26app%3Dmusically%26utm_medium%3Dios%26user_id%3D6691292349484598277%26tt_from%3Dtwitter%26utm_source%3Dtwitter%26source%3Dh5_m%26lang%3Den&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562578225%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Fzp8K4ztHdpR9gZSwXn9D0%2BSFOPgp5HiZFiGhAKhdmg%3D&reserved=0" \t "_blank) | [YouTube](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCsU2Dg39gd4_N9a7icS3b3A&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7Cc760b003aa7a473955ee08d936929b71%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637600825562588217%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=egvYz8SInK19rdEQlM0rReBVGeJNYzLxvxxC4uOg41o%3D&reserved=0)  **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) | |

|  |  |
| --- | --- |
| |  | | --- | |  | |