

FRIEDBERG

ANNOUNCE NEW SINGLE

'HELLO'

[PRE-SAVE HERE](#)



Photo credit: Lewis Vorn

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UPCOMING PERFORMANCES AT SXSW & THE GREAT ESCAPE

SUPPORTING BIG SPECIAL IN MAY

Today, **Friedberg** announce new single *'Hello'*, via **Clouds Hill** [pre-save here](#), due for release this Friday (1st March). The track is the first instalment of their debut album, due for release in August 2024.

The four piece Friedberg are gearing up for a busy year ahead, including performances at **SXSW**, with sets confirmed at the British Music Embassy and End Of The Trail showcases next month in Austin, Texas, as well as a performance at this year's **Great Escape Festival**. The band have also been invited to support rising Black Country duo **Big Special** in May.

Formed in 2019 by the Austrian-born, London/Berlin-based Anna Friedberg (writer, vocals, guitar, cowbells and percussion), the line up is completed by Emily Linden (guitar, vocals), Cheryl Pinero (bass, vocals) and Laura Williams (drums). Friedberg's early success came from single 'Go Wild' – a runaway hit that featured on the FIFA 2020 soundtrack, and in BBC's Normal People – and their stellar debut EP 'Yeah Yeah Yeah Yeah Yeah Yeah Yeah Yeah', a razor-sharp collection of beltters designed for the live stage.

Bringing together their distinctive own-brand of alternative pop with slices of dance punk and huge pop-leaning hooks, Friedberg's lyrics in 'Hello' skirt the edges of surrealism: "Hello' is about being in the mind of a stranger, and seeing the world through their eyes and getting a holiday from my own mind basically. To see the world through someone else's mind and have different fears and different views, and just getting rid of my own thoughts."

The band has made major waves in Europe with performances at Eurosonic (+ ARTE TV Live Session), Open Air St. Gallen (Switzerland), Europavox, Popfest Vienna (Headliner), Haldern Pop main stage (Germany), Heimspiel Knyphausen (Germany), Reeperbahn, a U.S tour with **Hot Chip**, who they also supported at Brixton Academy in London, UK supports with **Placebo** and high profile stadium support shows with **AnnenMayKantereit** in Germany.

2024 LIVE DATES

SXSW

15th March - End of the Trail @ Las Perlas

16th March - The British Music Embassy @ Downright Austin Backyard

BIG SPECIAL SUPPORT

16th May - Jazz Café, London

18th May - Deaf Institute, Manchester

THE GREAT ESCAPE

17th May - The Hope and Ruin, Brighton



Artwork: Lewis Vorn

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