

**TOVE STYRKE
RELEASES BRAND NEW SINGLE
"SAY MY NAME"**



Photo Credit: Emma Svensson

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"Talented, sassy, amoral...between Lykke Li and Santigold" – [Stereogum](#)
"off-kilter guitar strumming, warm steel drum washes, and a bounty of attitude"
[on "Borderline"] – [The FADER](#)

"Kiddo, one of 2015's finest pop releases, incessantly memorable and full of well defined character and striking simplicity of craft." – 8 out of 10 & Album of the Week – [SPIN](#)
"Meet the Swedish Pop Star You Need to Know This Spring... Styrke's songwriting instincts rival the best of her peers." – *TIME Magazine*

(New York, NY – April 28, 2017) Today, Swedish recording artist **Tove Styrke** has returned with a brand new single "**Say My Name.**" The track is released today via **Sony Music Sweden/RCA Records**. [Click here](#) to watch the lyric video made by **Regent Co.**

"**Say My Name**" marks a confident re-introduction for Tove Styrke, her first new single since her 2015 U.S. debut **Kiddo**. A playful love song at its core, "**Say My Name**" is about longing to be with someone while nothing else matters. Bottom line: Styrke wants people to feel good when they hear this track. Consider the mission accomplished.

As **Styrke describes**, "*There's a reason why so much music is about sex and love. It is linked to one's worst and best experiences. I have not written about love before because I didn't want to write another love song. But I have changed. I am tired of being angry, right now I just need to make music that makes me feel good.*"

"**Say My Name**" is co-written and produced by fellow Swede, **Elof Loelv**, who has worked with artists such as Rihanna ("Stay" feat. Mikky Ekko), Zara Larsson and Icona Pop.

Armed with a slick new single, Tove Styrke is poised to take 2017 by storm with the cunning ease of a grown and matured musician. As **Styrke proclaims**, "*The stronger I sing, the less I can affect the song. The more quiet I sing, the greater the differences will be in the tone and texture. A lot of people are afraid to talk loudly, but there is a strength to talking quietly - thus people really have to listen to you. There's no need to try to be a man in a man's world.*"

Since the release of **Kiddo**, Styrke has stayed busy in the studio as well as touring with **Years & Years** and a UK television performance on *Top of the Pops* with **Alan Walker**.

A **platinum selling** and **Grammy nominated** artist in her native Sweden, Tove Styrke has been on a fast rise since the release of **Kiddo**, bolstered by striking lead single, "[Borderline.](#)" as well as strong follow-ups, "[Ego](#)" and "[Number One.](#)" The album paved the way for a full **North American headline tour**, **SXSW** appearance, a performance on **Late Night with Seth Meyers** and widespread critical acclaim. As **Pigeons and Planes** exclaimed, "Tove carries herself in a way that makes it impossible not to smile throughout the show. She's fun, a little weird (in a good way—think MØ, Grimes, Björk), and totally captivating." **Noisey** added, "...The Swedish singer is coming back louder than ever," and **NYLON** called her "...one of the country's biggest up-and-coming singer-songwriters."

Tove Styrke first landed a record deal with Sony Sweden in her late teens, which led to the 2010 release of her debut album, *Tove Styrke*.

Listen to "Say My Name" On:
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