

# ALMA

ALMA RELEASES DEBUT ALBUM [HAVE U SEEN HER?](#)  
VIA SONY MUSIC GERMANY/RCA RECORDS

FEATURES NEW SINGLE “LA MONEY” - [LISTEN NOW](#)

WATCH THE “LA MONEY” MUSIC VIDEO [HERE](#)

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*“Icon”* Teen Vogue

*“Finland's big pop hope”* Noisey

*“Fearless genre-bending, rip-roaring beats, and refreshing vulnerability”* LADYGUNN

*“ALMA’s latest is sure to comfort listeners during these undeniably stressful times”* PAPERMAG

*“No question that ALMA will be sticking around to make—and break—more rules in the pop sphere to come”* Interview Magazine

*“If her highlighter-hued hair doesn’t catch your attention, this finnish singer-songwriter’s earthshaking vocals surely will”* Nylon

[New York, NY – May 15, 2020] Finnish pop punk supremo **ALMA** has shared her brand new single today “**LA Money**” alongside the release of her compelling punk-tinged pop debut album **Have U Seen Her?**, which are both out now via Sony Music Germany/RCA Records. Stream/Buy Now [HERE](#).

“**LA Money**” follows her recent three track offering ***Have U Seen Her? Part II***, which features lead track “**Stay All Night**” alongside “**King Of The Castle**” and “**Find Me**,” all of which are featured on her debut record.

New single “**LA Money**” (produced by Digital Farm Animals and Andrew Wyatt) is a personal track with forthright lyrics and an evocative beat that is the perfect taster of her debut album. Watch the official music video, directed by **David Horsburgh** [Agile Studio], [HERE](#).

*ALMA says; “LA Money’ is the core of this album. It’s a story about my life at the time. I felt like I was somewhere I didn’t want to be, making music I didn’t want to make, everyone had me wrong. Writing ‘LA Money’ was like a release, after it everything started to flow out and make sense. I knew I had to move on, make music that made me happy and live my life how I wanted to.”*

A unique and talented writer, **ALMA** is leading the charge on a new wave of female powerhouses that have something to say through their music. Engaged, forward thinking and opinionated, she addresses issues from women's rights to body positivity to sexuality to depression, drug use and anxiety head on.

The anticipation for her debut record has been building with frenzied excitement and the day is finally here with the release of **Have U Seen Her?**, which has been executive produced by Justin Tranter (Justin Bieber, Julia Michaels, Britney Spears, Gwen Stefani). From out and out pop anthems such as “**Bad News Baby**” and “**Worst Behaviour (feat. Tove Lo)**,” to avant-garde emotive driven tracks such as “**Final Fantasy**” and “**My Girl**,” with refreshingly thought-provoking and honest lyrics throughout, the album is a welcome explosion of the senses.

**ALMA** offers the following about the inspiration for her songwriting and music:

*“My childhood wasn’t very easy. Growing up with both of my parents poorly and struggling through school, I felt like I was invisible and didn’t have a voice a lot of the time. I think that’s why at night I used to have this recurring dream that my sister and I ran away. We’d go to the*

*same place every time, a fantasy land full of giant blue flowers, butterflies and pink mountains. I fell in love with that place and never wanted to wake up.*

*As I got older and the pressure of living in the public eye grew, that dream came back to me. The idea of running away, leaving everything and finding that quiet, calm, safe space replayed in my brain again and again, especially while I was making this album.*

*My world had turned upside down. From feeling invisible, suddenly everyone wanted to know where I was, what I was doing and when, always asking "Have U Seen Her?". I thought it was ironic, especially abbreviated 'HUSH'.*

*I haven't found the pink mountains or the giant blue flowers yet, but I have found a happier place through making music, somewhere I want to be. I have people around me that really see me and care about what I have to say, it feels like a miracle sometimes.*

*So that's what "Have U Seen Her?" is about – finding your place and your people in the world, feeling valued. It's for everyone who felt unimportant or couldn't find their voice. You matter."*

**The full tracklisting is as follows:**

- 1) "Have You Seen Her?"
- 2) "LA Money"
- 3) "Worst Behaviour"
- 4) "Stay All Night"
- 5) "Bad News Baby"
- 6) "Nightmare"
- 7) "Mama"
- 8) "King Of Castle"
- 9) "My Girl"
- 10) "Find Me"
- 11) "Loser"
- 12) "Final Fantasy"

In just 3 years, the 23-year-old highlighter-haired polymath has topped global charts with her incredible scream-along hooks and irresistible melodies. Previous international hit tracks "**Chasing Highs**" and "**Karma**" in particular reached Platinum status with "**Dye My Hair**" going Gold. An in-demand songwriter, Alma has written songs for the likes of **Ariana Grande**, **Miley Cyrus**, **Lana Del Ray**, **Charli XCX** and **Tove Lo**, and has garnered fans the world over from **Annie Mac** and **Miley Cyrus** to **Elton John** and **Dua Lipa**, who she worked with last summer in LA. Notably, she recently co-wrote two songs on Miley Cyrus' EP *She Is Coming*, including the female empowerment anthem "Mother's Daughter" and "Cattitude" ft. RuPaul as well as *The Charlie's Angels* hit theme tune "Don't Call Me Angel," which debuted at number 13 on the *Billboard* Hot 100 chart, becoming Grande's 20<sup>th</sup> top 20 song, Cyrus' 14<sup>th</sup> and Del Rey's 3<sup>rd</sup>. A thrilling live performer, ALMA has toured extensively, performing headline shows and touring in the US with Tove Lo, bringing punk and pop together in a not to be missed show that assaults all the senses.

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