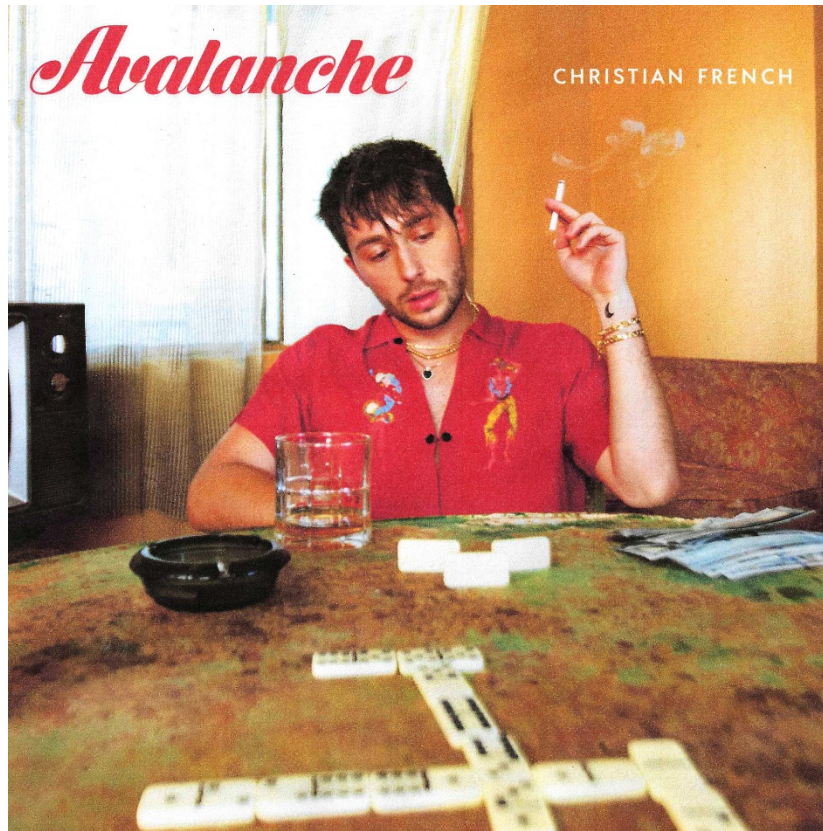


CHRISTIAN FRENCH RELEASES “AVALANCHE” ALONG WITH THE MUSIC VIDEO



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(June 25th, 2021 – Los Angeles, CA) — 24-year-old pop singer-songwriter **Christian French** releases his new track “**Avalanche**“ along with the music video via Disruptor Records/RCA Records. The video, which is directed by Olivia Shapiro, is Christian’s first taste of new music in 2021. Watch [HERE](#).

Christian has spent his career centering his music on the hardships of anxiety and trying to rationalize its impact on mental health through an optimistic filter. But during the pandemic, he found himself stuck: he was struggling with his songwriting prowess, unsure of how to mine inspiration from his experiences in life at a time when quarantine limited the opportunities at hand.

For Christian, most of that soul-searching came from the demise of a three-year relationship which jostled the foundation of his approach to writing music. “Avalanche” is a byproduct of Christian reflecting on all his past relationships. It pivots from the introspection of prior releases to an interrogation of what exactly waters the seed of romantic doubt. It’s a brisk pop song that gallops with passion, contrasting the sober realization that the time has come to move on from his partner. He worked with songwriters Jacob Kasher (Charlie Puth, Selena Gomez) and Jake Torrey (Justin Bieber), as well as producers Andy Seltzer (Maggie Rogers), Pink Slip and Inverness.

Christian French says, "I've found that in every relationship I've been in, there always comes this initial thought of me wondering what life would be like without this person, where I start to fantasize a better life on my own. This thought starts out so innocent, but over time, the more I give that thought attention, the more and more it snowballs into what I actually want. One simple thought grew into an avalanche."

About Christian French:

Christian French, 24-year-old Indiana native has become one of America's fastest-rising indie-pop stars. He learned to play piano by watching YouTube instructionals and started posting covers online, but it wasn't until college that writing original music became a reality. He soon chased his dreams to Los Angeles. It was there in 2017, while sleeping on friends' couches, that he penned his first single, "love ride," which has amassed over 33 million streams globally and helped him build a rabid fanbase, setting the tone for his bright future. Just a year later, Christian joined friend and fellow pop artist Chelsea Cutler on a nationwide, sold-out North American tour followed by another, even bigger tour with Quinn XCII. He introduced a crisp, guitar-plucked sound with the independent release of 2018's debut *natural colors* EP, which has racked up more than 76 million Spotify listens to date, and chased it with 2019's breakthrough *bright side of the moon*, a six-track manifestation of his ruminations on mental health matched with tales of romance. *bright side of the moon* featured Christian's hit track "head first," which has amassed over 97 million streams worldwide. He followed this up by embarking on his debut headlining tour. In fall 2020, Christian released his third EP *good things take time* which embodied a more confident sound that straddled pop and rock without losing the clarity of its predecessor. The tracks featured on the EP received praise from *TIME Magazine*, *Billboard*, *Ones To Watch*, *BELLO Mag*, *American Songwriter*, and *CelebMix*. Additionally, Christian will be playing at Lollapalooza in Chicago, IL on Thursday, July 29th.



Photo Credit: Parker Burr

To Buy/Stream/Watch "Avalanche"

Multi – christianfrench.lnk.to/avalanche

Official Video - christianfrench.lnk.to/avalanche/youtube

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