

**ARTIST TO WATCH AUGUST ROYALS  
DROPS NEW SINGLE & VIDEO  
“OXYGEN”  
OUT NOW**

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**LOS ANGELES (September 29, 2021)** – Today, August Royals continues the creative ‘Inhaler’ series with the release of his new single, “Oxygen.” With its dreamy melodies fluttering and floating towards a heart-broken, confessional hook punctuated by August’s expansive vocals, August once again showcases his immense talent to be vulnerable with his songwriting, while this time, demonstrating a lighter and more hopeful sound sonically with the song’s upbeat tempo. Listen to “Oxygen” [here](#).

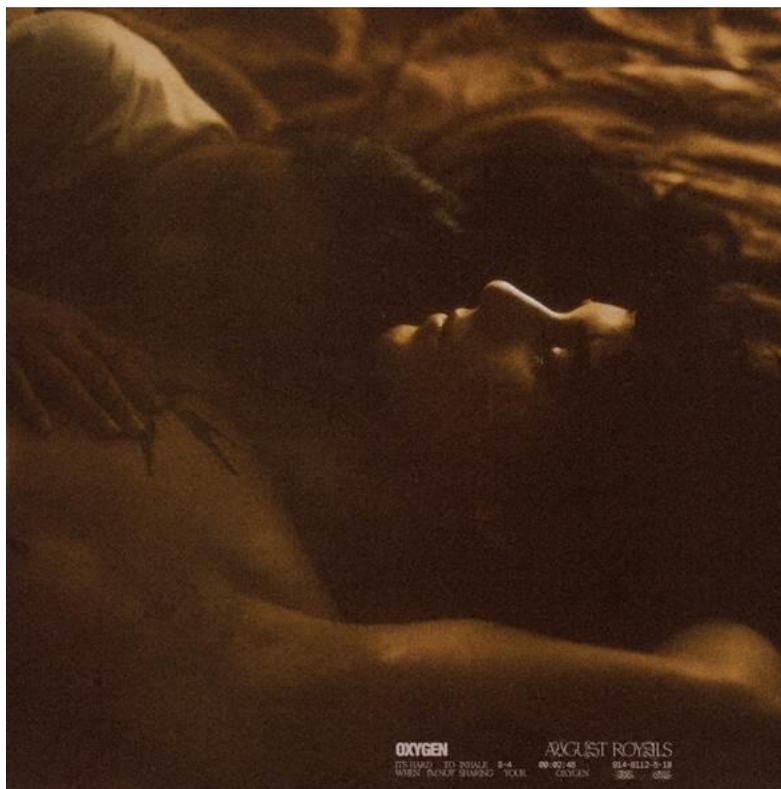
“I went through a breakup that I wasn’t over and couldn’t get over for a long time. I had written so many songs about it but nothing felt right. I didn’t want the song to feel heavy,” August shares, “Oxygen’ finally felt like the song that if I were a listener, I would want to hear in that moment. I could listen to it in my car with the windows down and still feel happy singing it. Writing this song taught me that there’s a lot of beauty to be found in moving on from heartache and sometimes it resonates best through simplicity and acceptance.”

Today’s release is accompanied by the fourth episode of the ‘Inhaler’ series, the official video for “Oxygen.” This episode focuses on August recovering from his toxic love/addiction but still yearning to be in the same room, breathing the same air, with his love, played by Fiona Barron. Watch the video, which was directed by David Avalos (Machine Gun Kelly and Travis Barker) [here](#).

Since this summer, August has quickly started making a name for himself in just a few short months as an artist to watch. Most recently, he was featured in *Pigeons & Planes* highly coveted “Best New Artists” feature. They heralded, “Royals is the rare kind of talent who’s

positioned to strike the difficult balance between artistry and accessibility, like he did on recent single 'Crash.' The single was also featured as one of **Billboard's** "10 Cool New Pop Songs" following its release came less than a month after his debut single "Blue Football." His debut single was met with praise and critical acclaim. **V Magazine** declared "August Royals makes his big debut with "Blue Football," a gritty track with the guitar runs and staccato synth beats to match" while **Clash** called it "exhilarating" and praised, "Blue Football" is a carefully finessed song, one that balances the micro with the macro in its search for meaning."

The Georgia-born and Los Angeles-based singer and songwriter first caught listeners' attention in 2019 when he posted a clip of his song "Restless" and went viral on Instagram with hundreds of thousands of views. After a chance meeting with Kevin Abstract at a show in Los Angeles, the two became fast friends and collaborators. Championed by Abstract, August recently signed with RCA Records.



Listen to "Oxygen" [here](#).