



For Immediate Release

**RUBY THE RABBITFOOT INVITES LISTENERS TO HER *DIVORCE PARTY*;
NEW ALBUM OUT AUGUST 12 ON NORMALTOWN RECORDS**

BEWITCHING VIDEO FOR “BEACH FLOWERS” PREMIERES VIA THE FADER

LOS ANGELES, CA – June 9, 2016 – An album thick with joyous beats, infectious melodies and lyrics that spin disappointment and desolation into revelatory moments, **Ruby The Rabbitfoot’s *Divorce Party***, will be released **August 12** on **Normaltown Records**. Produced by **Andy LeMaster** (Bright Eyes, Azure Ray) and inspired by intense heartbreak, the record is a celebration of life after loss, and the creative renewal that comes from finding light amongst the darkness. Ruby’s vivid world stretches far beyond just the songs – from videos that straddle the line of performance and art, to her fearless use of fashion, to the music itself, which serves as the thrilling, creative center to her unique universe. The enigmatic video for album opener “**Beach Flowers**” encapsulates this perfectly. Directed by frequent collaborator, visual artist/photographer **Natalie Neal**, the gorgeously shot video, which premiered via **The Fader** today, features Ruby donned in gothic fashion, dancing in the ocean waves, buried to her neck in sand and casting spells. ADD FADER QUOTE

Ruby will bring the *Divorce Party* to cities all across America and is currently finalizing the routing for early fall. A handful of dates, beginning in **Nashville** on **August 11**, were recently announced. Dates are below.

“Beach Flowers” signifies a new direction for Ruby, one that is thick with unusual percussion, shimmering synth licks and ethereal orchestration courtesy of a more experimental approach to instrumentals. “I built you up into a castle in my brain,” Ruby sings in her crystalline vocals, “and though it’s made of sand, I like making plans just the same.” For the Georgia-born artist, the idea of a “beach flower” came to represent how some experiences are as lovely as they are ephemeral – but that doesn’t make them any less worthy of enjoyment. “A beach flower is something beautiful and temporary,” she explains. “You wouldn’t plant all your flowers on the beach unless you wanted the ocean to gobble them up.”

The process of creating *Divorce Party* took nearly two years from start to finish – after her sophomore album, 2014’s *New As Dew*, she embarked on a artistic journey that took her everywhere from Georgia to California, where she met collaborator Natalie Neal, who became an instrumental partner in expressing her vision. Together, they have been developing the visual palate for *Divorce Party*, including its stunning first video for “Beach Flowers,” the album art and photos. Ruby’s creative expression knows no bounds and her vibrant personality and unique style have led to a host of exciting collaborations as musicians, apparel brands and various creatives have all sought her out to collaborate. Ruby was profiled by **Urban Outfitters** for their “Five To Watch In Athens” feature last year and she made her acting debut in 2014 as Macklemore’s love interest in the highly popular video for **Fences’** single “**Arrows**,” featuring **Macklemore and Ryan Lewis**.

Though this album was written after a particular romantic transition, Ruby is not the kind of artist who stays stagnant, anyhow. For this record, she immersed herself deeply into pop music and hip-hop, listening constantly to everything from Beyoncé to Taylor Swift and Fiona Apple. Ruby took the songs down to Athens, Georgia with LeMaster, working with an innovative goal in mind and a new, playful approach to composition, a departure from the more indie folk-pop of her previous two albums. “I wanted more of a pop-sounding record,” she says. “I’m a songwriter first and foremost, and I think in the past it’s been my nature to pick up the guitar. But I love pop music, rap and R&B. So I had a heavier hand and vision in the style I wanted this time. I learned how to make beats, and learned so much from working with Andy. He has the same love of pop music, and is fearless.”

That love is clear in songs like “**Faucet Love**” and “**Ancil**,” which both manage to be stirring and addictive, melding the stickiness of a pop record with experimentation – via unexpected horns or skittish rhythm - that could only be tackled by someone who knows no real boundaries. And then there are also moments like “**Wish**,” with a slow-burned eighties vibe, that puts on full display the complexities within her vocal range. On “**I Hate**

You” Ruby marries beats and an upbeat melody with some deeply cutting lyrics: “If I ever see your name in lights I think I'll melon ball my eyes out/ Mail them to you overnight with a note that says/ "Surprise! Remember when you used to swim for miles and miles in these baby blues?/ I wish you would have drowned, cause I hate you/ Oh I do.”

"I want this to be a soundtrack for anyone going through a transition,” Ruby says of *Divorce Party*. “Even though there's this connotation of disruption and heartbreak, divorce parties have a celebratory energy. Every person that we love teaches us, so when it's time to part ways I think it's beautiful to appreciate everything we've gained from the experience. I wrote these songs in a period of separation from a love. I want to release them into the world as a celebration of all that I learned during that time. It's my *Divorce Party!*”

RUBY THE RABBITFOOT ON TOUR

August 11 – Nashville, TN @ The Basement
August 12 – Atlanta, GA @ The Earl
August 13 – Athens, GA @ Georgia Theatre (Athens Pop Fest)
August 15 – Mobile, AL @ Merry Widow
August 16 – Hattiesburg, MS @ Thirsty Hippo
August 19 – Houston, TX @ Walter's Downtown
August 20 – Austin, TX @ Empire Control Room
August 27 – Louisville, KY @ Seven Sense Festival

RUBY THE RABBITFOOT DIVORCE PARTY TRACK LIST

1. Beach Flowers
2. Faucet Love
3. Nicola La
4. Wish
5. Blue Jean Jacket
6. I Hate You
7. Wild Cherry Chapstick
8. Ancil
9. Second Wind

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