

I PREVAIL

'TRUE POWER'
NEW ALBUM
AUGUST 19, 2022



BIO

Rock music relies on reinvention. Innovators refashion and re-up the genre in order to push it forward. Platinum-certified and twice Grammy-nominated Michigan quartet I Prevail not only redefined themselves on their sophomore blockbuster, 'TRAUMA', they also redefined the genre for tomorrow's generation. Flipping the script, the group – Brian Burkheiser [clean vocals], Eric Vanlerberghe [harsh vocals], Steve Menoian [lead guitar], and Dylan Bowman [rhythm guitar]– uplifted rock to a plateau where soundscapes can unpredictably toss and turn between heavy metal, alternative, hip-hop, and electronic moods without warning, boundaries, or rules. Meanwhile, the lyrics team with confessional emotionality as if ripped from the pages of a secret diary. Since 'TRAUMA's' March 2019 release, I Prevail continued to defy the odds. 'TRAUMA' has accumulated nearly 1 billion worldwide streams and over 720,000 units in worldwide consumption. The group also received its first-ever nominations for two GRAMMY Awards in 2020 – in the categories of "Best Rock Album" for Trauma and for "Best Metal Performance" for the single "Bow Down." I Prevail and their tremendous accomplishments were lauded by mainstream press, including Variety, NPR, Psychology Today, The Chicago Tribune, Forbes, SPIN, and more. The single "Hurricane" landed at No. 1 on the Billboard Rock Chart. It marked the first chart-topping single of the band's career.

CAREER HIGHLIGHTS

4.6B career global streams

'TRAUMA' and "Bow Down" nominated for Best Rock Album and Best Metal Performance, respective, at the 62nd GRAMMY Awards

"Bad Things" #1 sing on Rock Radio

"Hurricane" #1 song on Rock Radio

"Deep End" peaking #6 on rock radio

RIAA platinum certified "Blank Space"

RIAA gold certified "Alone"

RIAA gold certified "Scars"

Collaborations with ILLENIUM, Excision, Joyner Lucas, Delaney Jane

RADIO

"Bad Things" peaked at #1 at Active Rock

"Hurricane" peaked at #1 at Active Rock

"Every Time You Leave" peaked at #3 at Active Rock; also hit #4 on SiriusXM Octane's Big'Uns Countdown

"Breaking Down" peaked at #3 at Active Rock

"Alone" peaked at #5 at Active Rock

"Deep End" peaking #6 on rock radio

"Lifelines" peaked at #11 at Active Rock

"Blank Space" peaked at #21 at Active Rock

SALES

'TRUE POWER' [2022] 178K Global ATD

'TRAUMA' [2019] 697K Global ATD

'Lifelines' [2015] 810K Global ATD

'Heart vs Mind' [2014] 409K Global ATD

'TRAUMA'DEBUT CHARTING

#1 Current Hard Music

#1 Current Rock

#2 Current Alternative

#4 Current Album

#5 Internet

#5 Digital

#8 LP Vinyl

VIDEO VIEWS

"Blank Space"	75M Views
"Scars"	60M Views
"Breaking Down"	24M Views
"Bow Down"	18M Views
"Hurricane"	16M Views
"Lifelines"	15M Views
"Bad Things"	9.6M Views
"Every Time You Leave"	8.2M Views
"Paranoid"	6.5M Views
"Gasoline"	6.5M Views
"There's Fear In Letting Go"	4.8M Views
"Self-Destruction"	3.7M Views
"Body Bag"	3.5M Views
"Deep End"	2.2M Views

PRESS

Variety, Billboard, Psychology Today, idobi, Chicago Tribune, SPIN, American Songwriter, Guitar World, The Noise, Consequence of Sound, UPSET Magazine, Rock Sound, Alternative Press, Loudwire, Revolver, Lambgoat, Metal Injection, Blabbermouth

SOCIAL STATS

Facebook	1.6M Followers
YouTube	863K Subscribers
TikTok	690k Followers
Instagram	607K Followers
Twitter	122K Followers
Spotify	4.6M Monthly listeners, 1.2M Followers

TOP MARKETS

Chicago

Dallas

Minneapolis

London

DEMO

Female: 49%

Male: 51%

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