



NOT A TOY DEBUT ALBUM 'PRBLMS' OUT JULY 28



BIO

A diverse assemblage of four creative artists whose ambitious music cross-pollinates bedroom pop, emotional melodies, aggressive rock, and trap, NOT A TOY is both band and collective. Branson Hoog, Benji Spoliansky, Jeremy Marmor, and TJ Wessel are beatmakers and producers. These four high-school friends cut their teeth skateboarding, breakdancing, and playing punk and emo gigs in Colorado. Art shows, tattoo culture, and streetwear are all part of their creative identity. Bandwagon Magazine declared the group's self-titled debut EP "as bombastic as it is fearless." The songs "Quit Quitting" and "J Cash" quickly amassed over two million streams between them.

PRBLMS is NOT A TOY's definitive statement of purpose full of passion, urgency, and charm, as evidenced in songs like "Grown Folk Problems," "Gutter Kid," and "BAD MOOD." The songs combine the intimate immediacy of anthem-making rock bands, the invigorating punch of trap beats and samples, and genre-bending dynamics that are cinematic in scope. Guitars and violin merge seamlessly with programmed grooves.

NOT A TOY's members express themselves via multiple mediums. Branson's background in painting and design informs his work as a musician and tattooist; he often does "green room tattoos" for bands who pass through Denver. "Our end goal is to design streetwear, have a tattoo shop with a studio in the back, create a place where all of our different art forms can inspire each other as we're working." Haunted Publications called them nothing less than "a look into the future of music." The future looks bright, indeed.

CAREER HIGHLIGHTS

- Career Streams To Date: 3M streams
- Career Views To Date: 200k views
- Viral TikTok moment with "Nervous" launching the band's profile to #BookTok paving the way for 40k+ new followers and nearly 10k pre-saves of the track
- Created Painful Interview series on YouTube
- Touring History: Lil Lotus, Cemetery Sun, DE'WAYNE
- Brand Partnerships: Doc Martens, Topo Chico, Pleasures
- Playlisting: Spotify's Pop Rock and Feedback
- Press: Alternative Press, Outburn, Kerrang, Honey Pop & more
- For fans of: CHASE ATLANTIC, nothing,nowhere, blackbear, The Neighbourhood

VIDEO VIEWS

"Nervous"	35k views
"Quit Quitting"	33k views
"BAD MOOD"	31k views

CONTACT

Label: Ryan Metheny | Fearless Records
Press: Paul O'Donnell | Whiteboard PR

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STREAMING

"Quit Quitting"	2.5M streams
"Antidote"	681k streams
"J Cash"	495k streams
"Gutter Kid"	207k streams
"BAD MOOD"	262k streams
"Nervous"	140k streams
"Dementor"	24.5k streams

AGE

18-24:	52%
25-34:	33%
35-44:	7%

DEMO

Male:	30%
Female:	70%

TOP MARKETS

Denver	Los Angeles
Seattle	Dallas
Chicago	Minneapolis

SOCIAL STATS

Spotify	12.6k follower, 97.6k monthly listeners
TikTok	48k followers
Instagram	14.2k followers
Twitter	11.5k followers
Facebook	6.9k followers
YouTube	3k subscribers

FEARLESSRECORDS.COM
NOTATOYOFFICIAL.COM

