

For Immediate Release:
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**GRAMMY® NOMINATED MEMPHIS TRAILBLAZERS SOUTHERN AVENUE ANNOUNCE
EUROPEAN TOUR**

***BE THE LOVE YOU WANT* (RENEW RECORDS/BMG) - OUT NOW**

**TOUR MAKING STOPS IN NORWAY, DENMARK, SCOTLAND, ENGLAND, CZECH REPUBLIC,
GERMANY, BELGIUM & HOLLAND**



Photo Credit: Michael Weintrob

"A potent soul force!" - **American Songwriter**

"Scorching...a raw soul stomper!" - **Clash**

"One of the most listenable, and danceable, records of the year." - **No Depression**

"Passionate anthems and snare-tight grooves...energising, inventive musical empowerment." - **Uncut**

"Southern Avenue excel at a style of music that is usually only found in choice vintage record stores or classic Southern dive bars—a blend of warm keyboard sounds, wailing guitars, syncopated percussion and heavenly vocals." - **Relix**

"The band has crafted a statement of their diverse talents more compelling than any previous work, including their Grammy-nominated *Keep On*." - **Memphis Flyer**

[STREAM/LISTEN](#) **BE THE LOVE YOU WANT**

(Memphis, TN) - Amid continuing hype around their recent album **BE THE LOVE YOU WANT** (Renew Records/BMG), GRAMMY® nominated **Southern Avenue** are pleased to announce a European Tour this Spring.

"I can't believe we're FINALLY going on the road and sharing this music with the universe!" says Tierinii Jackson, lead singer of Southern Avenue. "We put our heart and soul into this. These songs were meant to uplift and get you grooving in the right direction!"

In early March 2020, the band was on tour in Norway when the world started to shut down. "We literally escaped after the first few shows and got back to the US just as they were shutting the borders," says lead guitarist Ori Naftaly. "We had to cancel a week of shows in Denmark (and over 150 more upon our return). Really excited to get back to Europe and play live...we didn't know if this would ever be doable again."

In the midst of the global pandemic, Southern Avenue recorded and released their third studio album **BE THE LOVE YOU WANT**. With **BE THE LOVE YOU WANT**, the group seamlessly bridges the power of Memphis soul with jam band liberation, gospel, blues and R&B to craft their own timeless brand of American music. The ambitious sonic approach expertly complements **BE THE LOVE YOU WANT**'s rich themes of self-love, self-empowerment, personal accountability, and the desire to push through towards something greater in life.

The third studio album from GRAMMY®-nominated band Southern Avenue was produced by multi-GRAMMY® winner, **Steve Berlin** (Los Lobos, Deer Tick, Susan Tedeschi, Jackie Greene) and co-produced by Ori Naftaly.

BE THE LOVE YOU WANT, "is the sort of compelling work that could make them a household name" says *No Depression*, and WNXN Nashville calls the record "timeless music" and an album that is steeped in "soulful self-discovery."

Southern Avenue is known for their high-energy live shows and the next few months will see them perform three separate runs in Europe, in the US from coast-to-coast (including stops at **Bonnaroo** and NPR's "Mountain Stage") and supporting **Sheryl Crow & Keb' Mo'** from Chicago to Atlanta. "We're blessed to do what we do," says Tierinii. "We don't take any of this for granted."

[WATCH](#) "CONTROL" OFFICIAL MUSIC VIDEO

[WATCH](#) "MOVE INTO THE LIGHT" OFFICIAL MUSIC VIDEO

[WATCH](#) "PUSH NOW" OFFICIAL MUSIC VIDEO

BE THE LOVE YOU WANT sees Southern Avenue pushing themselves towards bold new ideas of what it means to be a blues band in the modern world, bending and reshaping their musical heritage with electrifying performance, vivid production, and a remarkably clear vision. Operating from their distinctively international vantage point, Southern Avenue has produced a wide-ranging collection of original music – predominantly co-written by

Israeli-born guitarist Ori Naftaly and powerhouse lead vocalist Tierinii Jackson – that links them to their home city’s glorious past while at the same time, demonstrates their ambitious intent to evolve Memphis music to contemporary effect. With *BE THE LOVE YOU WANT*, Southern Avenue continue driving the Southern soul legacy into the 21st century, preserving its glory and tradition while striving towards something diverse, universal, and altogether their own.

Southern Avenue is: Tierinii Jackson – Lead Vocals * Ori Naftaly – Guitars *
Tikyra Jackson – Drums, Background Vocals * Jeremy Powell – Keys * Evan Sarver – Bass *
Ava Jackson - Background Vocals

SOUTHERN AVENUE EUROPEAN TOUR

22/4 @ Nidaros Blues Festival | Trondheim, Norway
23/4 @ Oslo Bluesklubb | Oslo, Norway
25/4 @ Godset | Kolding, Denmark
26/4 @ Fermaten | Herning, Denmark
27/4 @ Dexter | Odense, Denmark
29/4 @ The Voodoo Rooms | Edinburgh, Scotland
3/5 @ Band on the Wall | Manchester, England
4/5 @ Robin 2 | Wolverhampton, England
5/5 @ Jazz Cafe | London, England
1/6 @ Palac Akropolis | Prague, Czech Republic
2/6 @ Naodni Dum | Usti Nad Labem, Czech Republic
3/6 @ Musiktheater Piano | Dortmund, Germany
4/6 @ Blues Peer | Peer, Belgium
9/6 @ Holland International Blues Festival | Grolloo, Netherlands
30/6 @ Skånevik Bluesfestival | Skånevik, Norway
1/7 @ Trandal Blues | Trandal, Norway

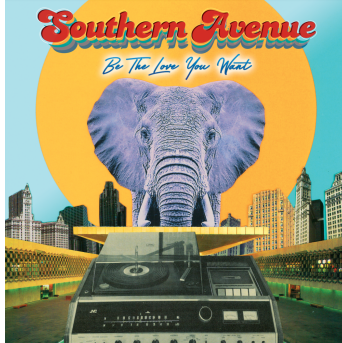
All tour dates and up to date news available at southernavenuemusic.com

About Southern Avenue:

Memphis-based, GRAMMY®-nominated Southern Avenue inked their first record deal with the legendary Stax Records in 2016. The first Memphis band signed to Stax in over 40 years, their self-titled debut was an immediate phenomenon, reaching #1 on iTunes’ “Top Blues Albums” chart before being honored with the 2018 Blues Music Award for “Best Emerging Artist Album.” 2019’s *KEEP ON* proved an even greater success, debuting among the top 5 on *Billboard*’s “Top Blues Albums” chart amidst worldwide critical acclaim, ultimately earning Southern Avenue their first GRAMMY® Award nomination, for “Best Contemporary Blues Album”.

In addition to the early success that the band has had with their recordings, they have also found a home on the road. The band has performed in 15 countries on three continents and averages over 150 shows in a typical year, making the group one of the most sought-after live performance experiences. Their high-energy shows have captivated audiences around the globe, making this eclectic group a must-see at venues and festivals alike.

SOUTHERN AVENUE
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Track List:

Be The Love You Want
Control
Don't Hesitate (Call Me)
Push Now
Fences
Let's Get It Together
Heathen Hearts
Move Into The Light
Love You Nice And Slow
Pressure
Too Good To Be True
Move On

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