

THEY. RELEASE “POPS”



June 8, 2018 (Los Angeles, CA) – Today, critically acclaimed “grunge-n-b” duo **THEY.** release their new song “Pops”, in honor of Father’s Day and their very own “Pops” Day on June 15th. “Pops” shines over bright acoustic guitar and airy beats co-produced by J. Laser, where **THEY.** share heartfelt tales of growing up with a father rife with confessions. Listen to “Pops” [HERE](#).

“I can’t even hold a grudge even more...so I think I’ll call him up.” The song unfolds with direct honesty and the dynamic instrumentation the pair remains renowned for. **THEY.** continue with, “How I feel Pops? To see your young boy getting money, Got that deal Pops, Put a little back up in ya pocket, Here Pops, I can pay you back for college now for real, Pops, Finally living like you live.” “Pops” is the first new music from **THEY.** since the release of “Thrive” and “Ain’t The Same” just ahead of their performances during Weekend 1 and Weekend 2 of Coachella.

About **THEY.**:

In 2017, **THEY.** flipped R&B on its axis and spun the genre around 360 degrees with a little grunge, electronic, and pop. As a result, their full-length debut, **Nü Religion: HYENA** [Mind of a Genius/Warner Bros. Records], incited widespread critical praise from *Paper*, *XXL*, *Noisey*, *Associated Press*, *HipHopDX*, and *NME*. Singles “**U-RITE**” and “**Dante’s Creek**” both cracked 11 million streams on Spotify. Along the way, they toured with everyone from PARTYNEXTDOOR and Jeremih to Bryson Tiller in addition to delivering a standout show at *Coachella* 2018. Audiences continue to become converts to their **Nü Religion** in 2018 and beyond. “**Nü Religion: Hyena**” is available for stream or download at [iTunes](#), [Apple](#), and [Spotify](#).