

THEY. RELEASE OFFICIAL VIDEO FOR “POPS”



June 15, 2018 (Los Angeles, CA) – Today, critically acclaimed “*grunge-n-b*” duo **THEY.** release the official video for their song “Pops” in honor of Father’s Day and their very own “Pops” Day TODAY! "Pops" shines over bright acoustic guitar and airy beats co-produced by J. Laser. On “Pops” **THEY.** share heartfelt tales of growing up with a father rife with confessions. Watch the video for “Pops” [HERE.](#)

“Pops” Day is a partnership with Barbershopconnect and BaBylissPRO®, to offer fathers and their sons free haircuts in six barbershops in major cities throughout the United States. See locations below!

“Pops” Day – BARBERSHOPS

Denny Moe’s Superstar Barbershop (JUNE 14)
2498 Frederick Douglas Blvd
NYC, NY 10030

The Art of Barbering (JUNE 15)
2985 S. HWY 360 Ste 126
Grand Prairie, TX 75052

Erskine Reeves Barbers (JUNE 15)
817 Stratford Dr
Bloomington, IL 60108

The Parlor Room (JUNE 15)

7374 1/2 Melrose Ave
Los Angeles, CA 90046

Cut To Contrast (JUNE 15)
1907 Ocean Avenue
San Francisco, CA 94127

The Groomsmith Lounge (JUNE 15)
1210 Fowler Street
Atlanta, GA 30318

Trimz Barbershop (JUNE 15)
20 Guy Lombardo Avenue
Freeport, NY 11520

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](#).