****

**BRYCE VINE SHARES OFFICIAL VIDEO FOR “LA LA LAND” (FT. YG)**

**Directed By James Larese, Clip Features Vine, YG And Melanie Iglesias**

**View [HERE](https://brycvn.cc/lalalandmv)**

**“La La Land” Launches As #1 Most Added Song At Pop Radio,**

**#3 Most Added At Rhythm, Already Charting Inside Top 40 at Both Formats**

**Track Follows Vine’s Platinum-Certified Hit “Drew Barrymore”**

**“[‘La La Land’ is] a classic Cali summer anthem.”**

***– NYLON***



**April 4, 2019 (Los Angeles, CA)** — The video for **“La La Land”** – **Bryce Vine’s** follow-up to the Platinum-certified hit “Drew Barrymore” – was released today and can be viewed [HERE](https://brycvn.cc/lalalandmv). Directed by James Larese (Eminem, Bishop Briggs), it features **Vine** alongside multi-Platinum, Compton-based rapper **YG**, actress/model **Melanie Iglesias** (“Guy Code,” “Girl Code”) and one of the rehabilitated pups from the charitable organization [Road Dogs & Rescue](https://www.instagram.com/roadogs/?hl=en). With a satiric edge and a tip of the hat to classic filmmakers like Wes Anderson and Quentin Tarantino, the bold, vibrant video unfolds across a series of what appear to be quintessential L.A. locations – but the line between real and artificial quickly blurs in the town **Vine** calls home.

In its first week at radio, [**“La La Land”** **(ft. YG)**](https://brycvn.cc/lalaland) was the #1 Most Added song at Top 40 and #3 Most Added at Rhythm, and is already charting inside the Top 40 at both formats. Spotify streams already exceed 4 million and the [lyric video](https://brycvn.cc/lalalandlyricvid) has nearly 1.5 million views. **Vine** penned the tongue-in-cheek, love-hate ode to Los Angeles with Sir Nolan, who produced both **“La La Land”** and **“Drew Barrymore.”**

*NYLON* hailed **“La La Land”** as “a classic Cali summer anthem” while *Billboard* noted, “The cheeky song is a clever send-up to Los Angeles culture.”*Lyrical Lemonade* said, “Vine’s music has a carefree and blissful tone to it, similar to the likes of rappers like Chance the Rapper and Kyle.” The track follows **Vine’s** Platinum-certified single “Drew Barrymore,” which was a Top 15 hit at both Pop and Rhythm radio. Bryce recently featured alongside **Dan Caplen** on **Feder’s** infectious 2018 single, “Control.” Heralded as a “rising star” by *PEOPLE*, **Vine** will release his debut album this summer.

Fresh off a sold-out 25-date headline run, Vine is currently playing a slew of college dates and will spend the summer playing a mixture of festivals (including Hangout, Prime and iHeart Radio in Las Vegas) and radio shows. Tickets are available now at [brycevine.com](https://www.brycevine.com/). He recently wrapped up a sold-out North American headline tour.

**UPCOMING FESTIVAL DATES**

5/17-19 Gulf Shores, AL Hangout Music Fest

5/18 Raleigh, NC Prime Music Festival

9/21 Las Vegas, NV iHeart Radio Music Festival – Daytime Village

# # #

**For further information on Bryce Vine, contact**

Bobbie Gale at Warner Bros. Records publicity:

818-953-3692 / Bobbie.Gale@wbr.com

Ceri Roberts at Warner Bros. Records publicity:

212-707-2259 / Ceri.Roberts@wbr.com

**Digital Assets:**

Check out “La La Land” video [**HERE**](https://brycvn.cc/lalalandmv)

Download / stream “La La Land” (ft. YG) [**HERE**](https://brycvn.cc/lalaland)

View the lyric video [**HERE**](https://brycvn.cc/lalalandlyricvid)

Learn more about Road Dogs & Rescue [**HERE**](https://www.instagram.com/roadogs/?hl=en)

Find tour information [**HERE**](http://www.brycevine.com/)

Listen to “Drew Barrymore” [**HERE**](https://open.spotify.com/track/0OgGn1ofaj55l2PcihQQGV?si=fc62YBrYTvmQLaa6FMe5Og)



****

**Follow Bryce Vine:**

Website: <https://www.brycevine.com>

Facebook: <https://www.facebook.com/brycevine/>

Twitter: <https://twitter.com/brycevine>

Instagram: <https://www.instagram.com/brycevine/?hl=en>

**Press Materials:**

<http://press.wbr.com/brycevine>