



These days, a lot of what we experience has been carefully curated, filtered, and targeted. It seems we've become desensitized by it, especially where every little social interaction and every mundane object is glossed up to look #instagood.

But when The Abrams play live, what you see is what you get. Performing with an explosive energy, honed over two decades of experience in front of audiences around the world, The Abrams' live show is the kind that can't be whipped up over a few weeks in a rehearsal space.

The Abrams make *honest* music.

The country duo from Kingston, Ontario, have been awarded six CMA Ontario Awards (most recently for 2022 Duo or Group of the Year), performed at Nashville's Grand Ole Opry, and embarked on repeated tours across multiple continents. With their acceptance of the Daniel Pearl Memorial Violin award in 2006, The Abrams were recognized as ambassadors for peace in the Middle East through music. All of this took place before they reached legal driving age.

Their 19-year touring career has had a significant influence on their songwriting, which continues to have a lasting emotional impact with their fans across cultural divides, whether they are playing in a community hall in Texas, or at a world music festival in Israel.

2022 finds The Abrams re-energized as they finalize a much-anticipated new Warner Music Canada EP, with the lead single, "Something New," going to Canadian radio and streaming outlets on June 24.

"'Something New' is all about that feeling you get when you think you know everything about someone you love, yet they keep surprising you every day," said John Abrams. "The best relationships grow and feel fresh at every turn, even after many years. That's what we feel we have in our lives, which is why we both connected with this song."

The new album is a fresh sound for the duo, incorporating their acoustic mountain-music roots with snappy pop-country beats and textures, harmoniously brought together by hit-maker Tawgs Salter (Hunter Hayes, Scott Helman, Walk Off The Earth). Each of the songs, both lyrically and musically, reflect how John and James are both young and old souls; time-tested and authentic, with a catchy fire and energy.

Performing together since John was 11 and James was 9, the brothers have gone through many different stages of their career but two things have always been true: their deep and intrinsic love of country music and the fact that they cannot remember life before they started making country music. It has simply always been there and they have always been doing it.

Knowing what they can accomplish in the studio, and how to translate that to the stage, The Abrams have taken their place alongside Canada's best-known country music stars.

To put it plainly, The Abrams are as authentic as it gets. There is nothing to hide here. No tricks. No gimmicks. No smoke and mirrors. No filters. The Abrams just make good honest music.

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