

Inhaler today share new single ‘Cheer Up Baby’ alongside the announcement of their debut album. The Dublin quartet’s first full-length, ‘It Won’t Always Be Like This’, will be released on July 16th and is available to pre-order across all DSPs [here](https://inhaler.lnk.to/ItWontAlwaysBeLikeThisPR). It’s a record that sees Elijah Hewson (vocals and guitar), Josh Jenkinson (guitar), Robert Keating (bass) and Ryan McMahon (drums) turn their early promise into something special, an album teeming with expansive indie-rock grooves and soaring anthems. “We really had the opportunity to explore our sound,” says Hewson.

‘Cheer Up Baby’ is a fitting track to herald the record. An epic singalong, it’s one of the four-piece’s oldest songs but emerges from their album sessions with long-term collaborator Antony Genn with a renewed swagger. “It’s just a great pop song,” says Hewson. “I think it really takes us back to our roots as a band.” “I think it just has that classic, feel-good, anthemic, hopeful feeling that everyone seems to relate to on some level,” says McMahon. The video to ‘Cheer Up Baby’, featuring a typically energetic and paint-spattered live performance by the band, was directed by Joe Connor (whose directing credits include Biffy Clyro, The Rolling Stones & Coldplay).

Inhaler formed whilst still at school in Dublin, bonding over a love of Joy Division, The Stone Roses, Kings Of Leon, The Strokes, Interpol, The Cure and more. A string of captivating singles and their fevered live show have earned them a diehard fanbase – on their last tour, they sold over 10,000 tickets and played to sold-out crowds across Europe. Their tracks have been streamed over 50 million times globally. The band were originally meant to begin recording ‘It Won’t Always Be Like This’ last March but their plans were derailed by lockdown. Instead of moping, they used the period as a time to rethink and reimagine what their debut album could be.

“We explored all the different territories that were there to be discovered,” says McMahon. “It really put things in perspective for us,” adds Hewson. “We were on a bit of a crazy train, thinking ‘what’s next? What’s tomorrow?’, not seeing the bigger picture.” By the time they entered Narcissus Studios in London with Genn in summer 2020, they had honed their vision, writing five new songs in the process. Whilst the world has been on pause, the quartet have gone up a level.

‘It Won’t Always Be Like This’ features 11 tracks.

Tracklisting is:

1. It Won't Always Be Like This  
2. My Honest Face  
3. Slide Out The Window  
4. Cheer Up Baby  
5. A Night On The Floor  
6. My King Will Be Kind  
7. When It Breaks  
8. Who's Your Money On? (Plastic House)  
9. Totally  
10. Strange Time To Be Alive  
11. In My Sleep

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