****

[**‘life’s a beach’**](https://toastpress.us1.list-manage.com/track/click?u=4e1e2dbf318b66a015b7b5f9f&id=df1e5e81f1&e=a9dba60535) **The debut album –** [**OUT NOW**](https://easylife.lnk.to/lifesabeachPR) **(Island Records)**

****

*"The leaders of the pack"* ***NME****“Properly original, Easy Life slide into your consciousness and immediately put down roots”* ***Sunday Times****“Poised to be the UK’s next big band”* ***GQ****"Vibey, laidback...comically surreal"* ***Fader****"One of the most buzzed about bands...undisputed bops"* ***Wonderland****"Easy Life aren’t like any other band you’ve heard before"* ***COLORS***

**easy life** have today released their much-anticipated debut album ‘life’s a beach’ on Island Records featuring their current Radio 1 A-listed single ‘skeletons’.

With this seminal release, easy life are forging a new path for UK bands on the world’s stage. A sun-kissed world of its own, it’s a record where (like the band themselves) there is often more than meets the eye. Observational, universal and deeply personal, the concept of ‘life’s a beach’ makes total sense, argues Murray, when you’re *“from slap bang in the middle of the country, geographically as far from the nearest seaside as possible.”* From its escapist, upbeat highs – the heady romanticism of lead single ‘[skeletons](https://easylife.lnk.to/skeletonsPR)’ – to embracing the lows (the rallying call for self-love, ‘a message to myself’), ‘life’s a beach’ is as much a love-letter to forgotten Britain as it is a reminder to find the silver lining even in the darkest of years. What shines through ultimately is not just easy life’s genre-less sound, but the optimism at the heart of their enormous appeal (captured aptly in album highlight, ‘[have a great day](https://easylife.lnk.to/haveagreatday)’).
Since its announce, ‘life’s a beach’ has already been hailed *"the quickest-selling album of the year"* (Recordstore), with the group having performed everywhere from ‘Jimmy Kimmel Live!’ to ‘Match Of the Day’ (in support of their hometown Leicester’s FA Cup triumph). With a top ten mixtape to their name – ‘Junk Food’ - and an NME Award (‘Best New British Act’) under their belt in 2020 alone, a band formed right down to their name itself as an escape – wherever you’re from, and from your inner demons – have stepped up at exactly the right time. ‘life’s a beach’, concludes front-man Murray, “*wishes it was anywhere else but here, yet at the same time fixates on a dreary middle England existence.”* As the UK braces itself for a return to the seaside, whatever the weather, ‘life’s a beach’ is easy life’s absolute moment in the sun. Go get it and join the fun.

**Buy / stream ‘life’s a beach’** [**HERE**](https://easylife.lnk.to/lifesabeachPR)
As we ready ourselves for a return to gigging, easy life’s phenomenal live plot continues this summer with a run of ‘life’s a beach’ record store tour dates for July – selling fast with new dates added in Cardiff, Newcastle and Portsmouth, and their UK and European tour kicking off in November (including an immediately sold-out-date at London’s Brixton Academy, with another show added due to demand). Off the back of the tour selling so well, easy life will be adding another tour date at The O2, but not as we know it… this performance will broadcast to millions of people around the world in a very unique way…full details to follow in the coming weeks.

**Outstore tour dates (tickets** [**here**](https://easylife.lnk.to/recordstoretourPR)**):**

07.07.2021 || Portsmouth || Pie & Vinyl x Southsea Parade Pier

08.07.2021 || Norwich || HMV x The Waterfront

09.07.2021 || Bournemouth || Vinilo x The Old Firestation

10.07.2021 || Cardiff || HMV Instore

11.07.2021 || Bristol || Rough Trade - early show (sold out)

11.07.2021 || Bristol || Rough Trade (sold out)

12.07.2021 || Southampton || Vinilo x The Brook

13.07.2021 || Brighton || Cult Hero x Komedia

14.07.2021 || London || Rough Trade East – early show (sold out)

14.07.2021 || London || Rough Trade East (sold out)

15.07.2021 || Kingston || Banquet Records x Pryzm

17.07.2021 || Birmingham || HMX v The Vault (sold out)

18.07.2021 || Coventry || HMV x Empire

19.07.2021 || Leicester || Rough Trade x The Y – early show (sold out)

19.07.2021 || Leicester || Rough Trade x The Y – late show

20.07.2021 || Newcastle || HMV Instore

21.07.2021 || Nottingham || Rough Trade x The Metronome (sold out)

22.07.2021 || Nottingham || Rough Trade Instore (sold out)

23.07.2021 || Leeds || Crash x The Wardrobe

24.07.2021 || Liverpool || HMV x The Arts Club

25.07.2021 || Preston || Action Records x Blitz

26.07.2021 || Manchester || HMV x Academy 3

28.07.2021 || Sheffield || Bear Tree Records x The Leadmill (sold out)

**UK Headline tour:**

01.11.2021 || Bristol || O2 Academy (sold out)
02.11.2021 || Birmingham || O2 Institute
05.11.2021 || Leicester || Morningside Arena
06.11.2021 || Manchester || Albert Hall (sold out)
07.11.2021 || Leeds || O2 Academy
09.11.2021 || Glasgow || Barrowland Ballroom
11.11.2021 || Newcastle || O2 Academy
12.11.2021 || Sheffield || The Foundry (sold out)
14.11.2021 || Portsmouth || The Wedgewood Rooms (Matinee)
14.11.2021 || Portsmouth || The Wedgewood Rooms (sold out)
15.11.2021 || Brighton || Dome
16.11.2021 || London || O2 Brixton Academy (sold out)
17.11.2021 || London || O2 Brixton Academy (new date)
21.11.2021 || Belfast || Limelight
22.11.2021 || Dublin || Olympia Theatre

**For more information and press enquiries please contact Warren@chuffmedia.com**