**Placebo share new single** [**‘Try Better Next Time’**](https://sorecordings.disco.ac/track-new/63949958/download?user_id=60903&signature=MKAjad4_Pei7uhS0ys_ZtaEBxt0%3AtgEGcLY3)

**New album *Never Let Me Go* out 25th March 2022**

**UK / IE headline tour dates on sale now**

A person and person with face paint

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Placebo | Photo credit: Mads Perch | Download image [here](https://www.dropbox.com/s/tso1svut4ttizfd/Placebo%20-%20Try%20Better%20Next%20Time%20announcement%20image%20-%20Photo%20credit%20to%20Mads%20Perch.jpg?dl=0)

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Placebo are today sharing a brand-new single, [‘Try Better Next Time’](https://sorecordings.disco.ac/track-new/63949958/download?user_id=60903&signature=MKAjad4_Pei7uhS0ys_ZtaEBxt0%3AtgEGcLY3). It follows recent new tracks ‘[Beautiful James’](https://www.youtube.com/watch?v=KudGpbfWYrI) and ‘[Surrounded By Spies’](https://www.youtube.com/watch?v=N17TEw__Iog), the latter of which heralded news of the band’s long-awaited 8th studio album – and first together in almost a decade - *Never Let Me Go*.

Listen to ‘Try Better Next Time’ [here](https://sorecordings.disco.ac/track-new/63949958/download?user_id=60903&signature=MKAjad4_Pei7uhS0ys_ZtaEBxt0%3AtgEGcLY3) and view the visualizer [here](https://www.youtube.com/watch?v=VOVkzL0ga2w).

*Never Let Me Go* is released on 25th March 2022. Pre-order the album [here](https://lnk.to/Placebo-NeverLetMeGo).

A picture containing text

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Placebo | ‘Try Better Next Time’ single artwork | Download image [here](https://www.dropbox.com/s/cnoi74yw0ykbaym/Placebo%20-%20Try%20Better%20Next%20Time%20single%20artwork.jpg?dl=0)

‘Try Better Next Time’ further opens up what we know about *Never Let Me Go’s* frank and honest depiction of our modern times. Where opening single ‘Beautiful James’ revealed a stern commentary on the proliferation of ignorant opinions, and follow-up track ‘Surrounded By Spies’ spun themes of tech-saturation, ‘Try Better Next Time’ - the album’s poignant centrepiece – can be easy to mistake as an apocalyptic vision of the future. Instead, we find the band focusing less on endings and more on new beginnings. It’s an anthem for the end of a world that *we* know – not the end of it completely - and a celebration of the possibility of what might come next, whether humanity has a seat at the table or not.

When Brian Molko considers how we might *“grow fins, go back in the water”* it is proposed with the greater good in mind. It is the setting aside of ego in the face of eco-disaster, in recognition of all that mankind has done to the planet. The world keeps turning whether under the influence of humanity or not. Commenting, he says: *“It is not the end of the world, only the end of humanity, a distinction that in our overblown hubris we are unable to detect. Mother Nature has grown extremely weary of us. Try Better Next Time.”*

Entering into the release of *Never Let Me Go*, Placebo continue to view their subject matter through as wide a lens as possible. Details come into sharp focus but are always considered with a bigger picture in mind. It may at times paint their world as one ravaged by the effects of mounting crises, but it also stands up as a document of how to hold onto one another, and nurture relationships, even when it feels like a losing battle. *Never Let Me Go* is a place to stare harsh realities in the face, while holding onto the hope of something brighter to come.

Text

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Placebo | 2022 UK headline tour poster | Download image [here](https://www.dropbox.com/s/h1h3sq76jtobtrn/Placebo%20-%202022%20tour%20poster.jpg?dl=0)

Placebo will embark on run of headline UK / IE tour dates in 2022. Tickets are available [here](https://www.placeboworld.co.uk/tour).

**PLACEBO UK + IE 2022 HEADLINE TOUR DATES**

**NOVEMBER 2022**

Fri 18 - Portsmouth - Guildhall

Sat 19 - Brighton - Brighton Centre

Mon 21 - Liverpool - Eventim Olympia

Tue 22 - Manchester - O2 Victoria Warehouse

Thu 24 - Cardiff - Motorpoint Arena

Sat 26 - London - O2 Brixton Academy

Sun 27 - London - O2 Brixton Academy

Tue 29 - Leicester - De Montfort Hall

Wed 30 - Leeds - O2 Academy Leeds

**DECEMBER 2022**

Fri 2 - Newcastle – O2 City Hall

Sat 3 - Glasgow - O2 Academy Glasgow

Mon 5 - Dublin - 3 Arena

Wed 7 - Cambridge - Corn Exchange

Thu 8 - Birmingham - O2 Academy 1

**A large pile of trash next to a body of water

Description automatically generated with low confidence**

Placebo | *Never Let Me Go* album artwork | Download image [here](https://www.dropbox.com/s/dcev500y3vooaq9/Placebo%20-%20Never%20Let%20Me%20Go%20album%20artwork.jpg?dl=0)

**Placebo – *Never Let Me Go* album track listing**

1. Forever Chemicals
2. [Beautiful James](https://lnk.to/placebo-beautifuljames)
3. Hugz
4. Happy Birthday In The Sky
5. The Prodigal
6. [Surrounded By Spies](https://lnk.to/Placebo-SBS)
7. [Try Better Next Time](https://sorecordings.disco.ac/track-new/63949958/download?user_id=60903&signature=MKAjad4_Pei7uhS0ys_ZtaEBxt0%3AtgEGcLY3)
8. Sad White Reggae
9. Twin Demons
10. Chemtrails
11. This Is What You Wanted
12. Went Missing
13. Fix Yourself

For press only: Download the latest biography [here](https://www.dropbox.com/s/t5hxt6ckab45q4f/Placebo%20-%20Biog%202022.docx?dl=0).

**Placebo:** [**Website**](http://www.placeboworld.co.uk) **|** [**Instagram**](https://www.instagram.com/placeboworld/) **|** [**Facebook**](https://www.facebook.com/officialplacebo) **|** [**Twitter**](https://twitter.com/PLACEBOWORLD)

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