**A person in a black suit

AI-generated content may be incorrect.**

**Elliot James Reay shares new single, ‘Who Knew Dancing Was A Sin’  
Watch the Northern Soul inspired video here**

**Stream:** [**https://elliotjamesreay.lnk.to/WhoKnewDancingWasASin**](https://elliotjamesreay.lnk.to/WhoKnewDancingWasASin) **Watch:** [**https://elliotjamesreay.lnk.to/WKDWASVideo**](https://elliotjamesreay.lnk.to/WKDWASVideo)

Today, 23-year-old singer, guitarist, and songwriter **Elliot James Reay** returns with the new single, **‘Who Knew Dancing Was A Sin’**. Fresh from appearing at this year’s Great Escape Festival, ‘Who Knew Dancing Was A Sin’ pays homage musically and visually to the Northern Soul dance scene still thriving in Reay’s hometown of Manchester, and now being embraced by a new generation - watch this space for more from the hotly-tipped artist to follow soon.

‘Who Knew Dancing Was A Sin’ throws contemporary light on an old-school premise: Reay’s partner fears he’s been unfaithful, when really he’s just dancing the night away. With deep bass groove, sharp guitar stabs, and driving drums, it’s a powerful enticement to dance as Raey growls, quavers and coos over his passion for movement. The music video for ‘Who Knew Dancing Was A Sin’ finds Elliot in the hot-seat, suited-up and disheveled as thrilling flashbacks cut to the truth (a passionate group of young Northern Soul dancers).

For just his fourth song to date, Reay reunites with writer-producer duo SOAP (Manchester’s Josh Noble and Karl Ziegler) alongside fellow co-writers Annielle Lisiuk and Glen Roberts. ‘Who Knew Dancing Was A Sin’ follows March’s ‘Daydreaming’ - a swooning ballad infused with cinematic grandeur and eerie longing. Before that came the upbeat and stylish ‘Boy In Love’, with a video shot on the streets of his hometown, and breakthrough hit ‘I Think They Call This Love’, which enthralled millions around the globe with Elliot James Reay’s refreshing take on the classic rock ‘n’ roll sound.

Influenced from an early age by artists like Roy Orbison and Elvis, Reay now channels that pioneering era of culture into his music to incredible effect. A truly sensational debut, **‘I Think They Call This Love’** has amassed over 121 million global streams, earned 1 billion views across 160,000+ TikTok creates, climbed Spotify Viral Charts in over 27 countries, and helped Reay build a loyal fanbase of more than 5 million followers. ‘Who Knew Dancing Was A Sin’ further introduces a fascinating new talent who, clearly, has much more to share.

**A person leaning against a lamp

AI-generated content may be incorrect.**Photo by *Arianna Garcia*

**ABOUT ELLIOT JAMES REAY:**

Elliot James Reay has a genuine, lifelong love for not just the music of the ’50s but the entire era and he has the voice, look, and magnetism to seemingly transport his fans back in time. But a close listen to his intoxicating forays into doo-wop and rockabilly reveals decade-hopping flourishes, knowing nods, and the occasional bent melody or distorted peel of guitar that would’ve caused uproar in Billy Fury’s Day. Instead — and despite those who told him he’d need to change his sound to succeed — Elliot’s grown a huge fan base via modern means, organically amassing millions of followers and hundreds of millions of views across social media platforms.

Reay grew up listening to all kinds of music in the town of Bury, outside of Manchester, but he was drawn to the old stuff from an early age and took it farther than most, thrifting for vintage clothes and busking the town center as a teen. As the crowds grew, so did his confidence, and after earning more than £2,000 in a single day fundraising in the wake of the 2017 Manchester tragedy, Elliot realized the power he had to reach others. He was only 15 years old back then, and ever since he’s been working on bringing his velveteen voice to an expanding audience whose appreciation for his music transcends generations, time zones and, yes — to see his fans’ comments about his work — quite possibly time itself.

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**For more information and press enquiries for ELLIOT JAMES REAY please contact**

**Jenny Entwistle**

[Jenny@chuffmedia.com](mailto:Jenny@chuffmedia.com)