

**Sam Fender Shares Brand New Song, All Is On My Side**

**Longstanding Live Favourite Finds Studio Recording Following Fan Campaign**

**First Of Two Sold Out Shows At Brixton Academy Tonight**

**Spring UK Arena Tour Already Fully Sold Out For 2020, Including Two Alexandra Palace Dates + Homecoming At Newcastle Arena**

“[It’s] hard not to imagine the stadium potential of these songs… skyscraper guitars and choruses that accelerate into a surging, full-throttle blast” **\*\*\*\* - Q**

“excels at documenting small-town frustration…there are no easy answers here, but Sam Fender’s asking the right questions” **\*\*\*\* - NME**

“Gloriously anthemic… an album that sounds not just like a hit, but a loud announcement of a striking talent with the space and potential to mature and develop. Which might make it a perfect debut.” **\*\*\*\* - The Guardian**

“[an] astonishing debut…the early indications of somebody who could be the voice of a generation.” **\*\*\*\* - The Independent**

“vital and exciting” - **\*\*\*\* - The Times**

“Superb.” – **The Sunday Times**

“What a joy to find a young British guitar-playing singer-songwriter wrestling with big issues of the world at large… Every song bristles with explosive ideas.” **\*\*\*\* - The Telegraph**

**Sam Fender is pleased to share a brand new track, All Is On My Side, as he readies himself for the first of two nights at Brixton Academy this evening.**

The song has been a regular fixture in Sam’s live show for years, and today it finds its release today after a committed campaign by fans online to put it out.

**Listen to All Is On My Side** [**HERE**](https://SamFender.lnk.to/AllIsOnMySidePR)

**Watch the tour video** [**HERE**](https://SamFender.lnk.to/AllIsOnMySideVideoPR)

All Is On My Side is a propulsive, metronomic tune that takes its time to build, heavy of both atmosphere and melody. The guitar work is at times reminiscent of an extended War on Drugs epic, but unmistakably from the pen of this young British musician who has taken the year by storm.

Sam: “*All Is On My Side is a real live favourite for me. It's been a mainstay in the set for a couple of years now and it's nice to release this as a bit of a thank you to all the*

*fans at the end of the year.*"

Sam is currently out on a sold-out celebratory run of the UK in support of his acclaimed number one debut album, Hypersonic Missiles, which calls at Brixton Academy for the first of two shows in the capital, and lands either side of a record four nights back home in Newcastle’s Academy.

Sam’s run of dates in the Spring of next year, mostly in the country’s arenas, is also now fully sold out.

**Watch the video to recent single Saturday** [**HERE**](https://SamFender.lnk.to/AlbumPR)

Since its release, Hypersonic Missiles become both the second fastest selling UK debut of the year, and the fastest selling vinyl LP by a debuting artist since the Official Charts began.

**Watch the video for The Borders** [**HERE**](https://www.youtube.com/watch?v=j2EKkWl7K1A)

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**Sam Fender Live 2019:**

**10th December – O2 Academy Brixton, London SOLD OUT**

**11th December – O2 Academy Brixton, London SOLD OUT**

**13th December – Great Hall, Cardiff SOLD OUT**

**14th December – O2 Academy, Bournemouth SOLD OUT**

**16th December – Dublin, Olympia SOLD OUT**

**17th December – Ulster Hall, Belfast SOLD OUT**

**19th December – O2 Academy, Sheffield SOLD OUT**

**21st December – O2 Academy, Newcastle SOLD OUT**

**22nd December – O2 Academy, Newcastle SOLD OUT**

**2020:**

**20th March – O2 Victoria Warehouse, Manchester SOLD OUT**

**21st March – O2 Victoria Warehouse, Manchester SOLD OUT**

**23rd March – Barrowland Ballroom, Glasgow SOLD OUT**

**24th March - Barrowland Ballroom, Glasgow SOLD OUT**

**26th March – Alexandra Palace, London SOLD OUT**

**27th March – Alexandra Palace, London SOLD OUT**

**30th March – De Montfort Hall, Leicester SOLD OUT**

**31st March – Motorpoint Arena, Cardiff SOLD OUT**

**2nd April –First Direct Arena, Leeds SOLD OUT**

**3rd April – Utilita Arena, Newcastle SOLD OUT**

Hypersonic Missiles is out now on Polydor Records.

[www.samfender.com](http://www.samfender.com)

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