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**Sam Fender Shares Video For** [**‘The Borders’**](https://SamFender.lnk.to/bordersvideoPR)

**Track Is Lifted From Number 1 Selling Debut Album, ‘Hypersonic Missiles’**

**Sold Out Autumn Tour Kicks Off Next Month Including Two Nights at Brixton Academy + Record Four Nights At Newcastle Academy**



“[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 new video for The Borders.**

The Borders, Sam’s personal favourite on the debut record, is a chest-punching story that looks a little closer to home. At once deeply personal, traumatic even, Sam tells a story of two boys growing up together and then going their separate ways. Memories inferred but not directly addressed. It’s a storming tune with a powerful story, as so many of Sam’s songs are.

The video reflects a similar narrative, showing two young lads growing up together away from the cosmopolitan outlook of the city. They would identify as ‘friends’, living out of each other’s pockets, but theirs is a friendship born of convenience rather than of any shared interests or genuine care for each other. There appears to be little understanding of what friendship is or what it means, or whether infact it is a friendship at all. It was directed by Thomas James (Young Fathers, Fat White Family, Bring Me The Horizon) and shot on the Isle of Sheppey.

**Watch The Video for The Borders** [**HERE**](https://SamFender.lnk.to/bordersvideoPR)

The Borders is lifted from Sam’s recent number 1 selling critically acclaimed debut album, Hypersonic Missiles. Since release, the album has 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.

2019 has been a year that Sam Fender won’t want to end; starting as the BRITs Critics’ Choice winner, selling out shows across the globe, and firing his heart-thumping guitar-led songs of grit and glory to the summit of the UK albums charts. It’s been one of the year’s big success stories and a story that crucially shows no signs of abating with sold out-dates in bigger rooms dotted up and down the UK for the rest of the year, and into 2020 already too.

A twenty-date sold out headline tour of the UK/Ireland kicks off next month in Manchester on 22nd November and concludes one month later at Newcastle’s Academy on 22nd December. The run of shows includes two nights at London’s Brixton Academy, and a record four nights at Newcastle Academy.

A recently announced Spring tour, calling twice at London’s Alexandra Palace and a hometown arena date is also almost completely sold out, with most dates selling out in minutes. For a full list of UK shows, please see below.

Any remaining tickets for the tour are available now at [www.samfender.com](http://www.samfender.com)

**Sam Fender Live 2019:**

**22nd November – Academy, Manchester SOLD OUT**

**23rd November – Guild of Students, Liverpool SOLD OUT**

**26th November – Rock City, Nottingham SOLD OUT**

**27th November – O2 Academy, Glasgow SOLD OUT**

**28th November – O2 Academy, Leeds SOLD OUT**

**30th November – Dome, Brighton SOLD OUT**

**1st December – O2 Academy, Bournemouth SOLD OUT**

**3rd December – Pavilions, Plymouth SOLD OUT**

**4th December – O2 Academy, Bristol SOLD OUT**

**5th December – O2 Academy, Birmingham SOLD OUT**

**7th December – O2 Academy, Newcastle SOLD OUT**

**8th December – O2 Academy, Newcastle SOLD OUT**

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

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

**13th December – Great Hall, Cardiff 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 NEW DATE**

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

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

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

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

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

Hypersonic Missiles is out now on Polydor Records.

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

**For more information and press enquiries please contact:
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