

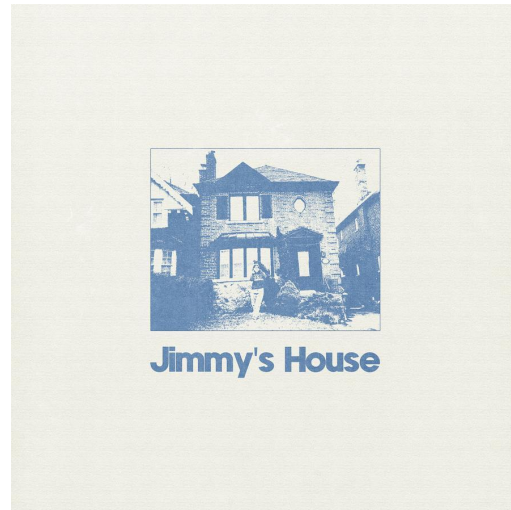
MEDIA ALERT



AVIV RELEASES NEW SINGLE “JIMMY’S HOUSE”
STREAM [HERE](#) VIA DINE ALONE RECORDS | PRODUCED BY ROBBIE LACKRITZ (PEACH PIT)

ACCOMPANIED BY MUSIC VIDEO DIRECTED BY RYAN FAIST (BOY WONDER) [HERE](#)

PERFORMING IN TORONTO TONIGHT AT THE VELVET UNDERGROUND WITH JOAN
TICKETS [HERE](#)



Download the single artwork [HERE](#) | Credit: Kelly McKerr

“...the latest single from the Toronto-based singer-songwriter is pure gold.” -*Wonderland Magazine*

(Toronto, ON - May 19, 2023) - 17-year-old indie pop prodigy **AVIV** has released an introspective **new single titled “Jimmy’s House”** for which ***Wonderland Magazine*** proclaims, “Themes of jealousy and disappointment are told with such sincerity and intimacy, evoking deep emotion in anyone who listens. Writing relatable concepts with far reaching sounds, AVIV lets people into her world — and they’re bound to stick around.” Produced by **Robbie Lackritz** (Peach Pit, Alvays, Feist, Bahamas) and co-written with **Jackson Phillips** (also known as [Day Wave](#)), it’s filmed in an unexpected setting—an alpaca farm—and accompanied by a **music video** directed by **Ryan Faist**, also known as the artist [boy wonder](#). She is currently on the road with [joan](#) and [Halette](#) on a **North American tour** that stops in **Toronto** tonight at the **Velvet Underground**. Tickets are available [HERE](#).

Stream “Jimmy’s House” via Dine Alone Records [HERE](#)
Watch and share the music video [HERE](#)

“‘Jimmy’s House’ is a song about worry, particularly anxiety caused by physical distance,” AVIV says. “It’s easy to become engrossed in a relationship. We grow so used to that person always being there and when they aren’t, and you’re left alone, you become lost. Specifically, ‘Jimmy’s House’ deals with time apart and letting your partner do their own thing; be with their friends, experience life without you... except you’re not ready to let go, so you find yourself waiting for their call, hoping, and praying that they’ll think of you. Even if they do, you’ll feel disappointed, left wishing you could have just been content with your own company and accepted their absence. At the end of the day, you’re on your own, and you’d be better off learning to deal with that rather than another’s baggage. Clinging to the comfort of being someone’s else’s person instead of your own.”

In spring 2022 she released her debut EP, *Drowning in the Culture*, available on DSPs [HERE](#) and vinyl [HERE](#). A culmination of work put together during the complexity of life experienced in the pandemic, it is the reflection of a teenage girl and tackles issues of social isolation, depression, technology, love, and heartbreak. In support, she toured across Canada with **Imagine Dragons**, and opened for Giant Rooks, Isaac Dunbar, and K.Flav; played POP Montreal, ZONA Music Festival, and M for Montreal.

Upcoming Tour Dates:

May 23 - Velvet Underground - Toronto, ON - [Tickets](#)

May 25 - Subterranean - Chicago, IL

May 31 - Parish - Austin, TX

Jun 01 - Dada Dallas - Dallas, TX

Jun 03 - Valley Bar - Phoenix, AZ

Jun 04 - House of Blues San Diego - San Diego, CA

Jun 06 - Constellation Room - Santa Ana, CA

Jun 07 - Teragram Ballroom - Los Angeles, CA

Jun 08 - Rickshaw Stop - San Francisco, CA

Aug 18 - Riverfest Elora - Centre Wellington, ON



Download the press photo [HERE](#) | Credit: Ryan Faist

AVIV is a remarkable talent, quickly becoming the next big thing in the lo-fi pop scene with support from popular Spotify playlists including *Indie Pop*, *Pop Sauce*, and *Young & Free* among others. Her track “Black Coffee” emerged on Spotify’s *New Music Friday* and attracted widespread critical acclaim, illuminating her keen melodic instincts and vivid storytelling. With millions of streams across platforms, she continues to effortlessly lead her youthful fanbase, building a purely art and expression driven brand.

The singer and songwriter retrofits those warm and fuzzy first-time feelings you wish you could hold on to forever, penning the kind of affecting and arresting D.I.Y. pop that's both nostalgic and prescient, like '90s alternative born post-social media. "I'm a teenager who still gets excited about little things, and loves to overanalyze my emotions and put them into music," she says. "I try to be true to myself with everything I do. The more AVIV the music is, the better." Her style of vintage visuals and background distortion is like getting lost in an ambrosial daydream, and that's exactly what she intends while co-producing each track. Using a combination of grade-school-inspired props and an array of instruments in her live set, her sound takes simple pop beats and layers them with breezy, well-developed vocals to create perfectly arranged, uncluttered ballads.

At age six, she began to develop her voice as she studied piano, but her journey as a performer started in film, cast in roles for shows like *American Gothic*, *L.M. Montgomery's Anne of Green Gables*, and *Milk Kids*. At age 10, AVIV shifted her sights to music, joining a band and learning to play guitar on her brother's red electric Les Paul. AVIV grew up in a big family of four siblings, including her twin brother. Every Saturday, they went record shopping together on Queen Street in Toronto, picking up classics by Fleetwood Mac, Radiohead, and more. "Most families went to the mall," she recounts. "We went to the record store together." Casual poetry transformed into songwriting as she regularly played her early compositions for friends and family. Throughout high school, she obsessed over the likes of Clairo, Lorde, and Lana Del Rey. "They're my three moms," she jokes.

Working with her big brother's friend Jackson Follemer as co-producer, she regularly took the train to Montreal to visit them at McGill University and started to record music in 2020. Following "Cookie Dough," her independent single "Girls In Red" claimed coveted real estate on playlists such as *indie pop & chill* and eventually amassed hundreds of thousands of streams. "Frontlawn" and "Lonely Bitch" only increased her momentum with consistent organic growth. "Music became a way to convey my emotions," she reveals. "Since I won't even talk to my friends about a lot of these things, it's an outlet for me to talk about things." She leaves off, "If my song takes you somewhere emotional, there's nothing better to me. My music makes me answer my own questions - I hope they do the same thing for you."

[Spotify](#) | [Instagram](#) | [Twitter](#) | [YouTube](#) | [TikTok](#)

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