



YUKON BLONDE

TEASES RETURN WITH NEW SINGLE “UP 2 U”

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L to R: Graham Vincent Jones, Brandon Wolfe Scott, Jeffrey Inness, James Younger
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(May 11, 2023) - Beloved Canadian indie-pop powerhouse **Yukon Blonde** is back with a brand new single “**Up 2 U**”. Classic synths and rocksteady cowbells anchor the shimmering guitar licks and vocal harmonies, which all come together to deliver an irresistibly fun and catchy tune. The band’s first offering since the critically acclaimed LP *Vindicator* hit the shelves in 2020, “Up 2 U” teases the arrival of a new record later this year.

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“‘Up 2 U’ is a classic 120 BPM bop inspired by the kind of thing you’d see on the Midnight Special or Soul Train,” says lead singer and chief sonic architect Jeffrey Innes. “I always wanted one of those DVDs you’d see advertised on those late night infomercials back in the day, but my family didn’t have any money and my mom thought they were a scam. She almost gave in once when we saw Marvin Gaye and Redbone on one, but in the end it never happened. Lyrically, the song is about personal choice and ignoring the narrow-minded folks who just can’t seem to stay out of your business.”



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About Yukon Blonde:

From the buoyant and bouncy indie rock that defined their first half-decade together – culminating in 2012’s incomparable *Tiger Talk* – through their experimentation with emotive ‘80s pop on 2015’s *On Blonde* to the seductive, synth-heavy *Critical Hit* in 2018, the band’s back catalogue is incredibly diverse. Since dropping their debut EP in 2009, the band has earned a **JUNO** award nod, a **SOCAN #1** song award for “**Saturday Night**”, and held the **#1** spot on **!earshot** for several consecutive weeks with their LP *Tiger Talk* earning them a cover feature in *!earshot Magazine*.

Yukon Blonde notably has had tracks featured in major series like *Grey’s Anatomy* and *Revenge*. More recently, the single, “**Summer in July**” was featured on episode 2 of the Amazon Original hit series, *The Summer I Turned Pretty*, which garnered the track over 2 million streams. The band’s 2020 single, “**Get Precious**” hit Top 10 at Commercial Alternative Radio, while “Saturday Night” and “Love The Way U Are” both went **#1** on the **CBC Music Top 20**. In 2022, the band was handpicked by Modest Mouse as direct support on their summer 2022 tour.

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