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JUNO-NOMINATED ALTERNATIVE INDIE-ROCK DUO

SOFTCULT

RELEASE NEW SONG

"PILL TO SWALLOW"

STREAM IT [HERE](#)

WATCH THE OFFICIAL MUSIC VIDEO [HERE](#)

**NORTH AMERICAN HEADLINING TOUR KICKS OFF MAY 29;
INCLUDES CANADIAN DATES IN HAMILTON, TORONTO,
OTTAWA, MONTREAL, GUELPH & LONDON**

**THE TWIN SIBLINGS RECENTLY WRAPPED PRODUCTION ON
THEIR [HIGHLY-ANTICIPATED DEBUT FULL-LENGTH](#)**



"Pill To Swallow" single artwork | Download [HERE](#)

(April 25, 2025 - Toronto, ON) Today, the buzzy, JUNO-nominated Canadian sibling duo **Softcult** return with *"Pill To Swallow"*, a bold and captivating first glimpse into their highly anticipated debut full-length. Redefining what it means to be a modern grunge band, *"Pill To Swallow"* is available now via **Easy Life Records**, along with its [official video](#). **Stream the track [HERE](#)**

"Pill To Swallow" is peak Softcult—a searing, shoegaze anthem that confronts our world's most uncomfortable truths with an almost-eerie clarity. At their core, this is a band with something to say and every intention of it saying it loudly.

The band says of the track: "Pill To Swallow is a rallying cry for everyone feeling particularly exhausted and burned out by the current state of the world. It's a reminder to keep pushing for and believing in positive change. As impossible as it can feel sometimes, we can't allow the current social and political climate to jade us. Even when we feel hopeless and disenfranchised, we can't slip into apathy or we let the oppressors win."



Click the image above or follow this link to view the official video for *"Pill To Swallow"*: https://www.youtube.com/watch?v=76z_lph37xg

While details on the forthcoming album remain under wraps, **Mercedes** (she/her) and **Phoenix** (they/them) **Arn-Horn** describe it as a journey towards self-empowerment — a means of tracing the path from trauma to personal rebirth. It's the culmination of six months of intense, independent work in their home studio; an entirely self-produced project that showcases both their artistry and multi-dimensional talent.

The release of their latest track is followed by a North American headlining tour **kicking off May 29 in Hamilton, Ontario**. Serving as a launchpad for the band to road-test some of their new material in front of live audiences, the tour includes additional Canadian dates in Toronto, Ottawa, Montreal, Guelph and London. See below for a complete list of dates. Tickets are available to purchase [HERE](#).

"We're excited to finally play some new songs, especially at a time when the need for community, equality, and solidarity is more important than ever," they explain.



****North America:**

Thursday, May 29 – Hamilton, ON / Canada – Bridgeworks

Friday, May 30 – Toronto, ON / Canada – The Axis Club

Saturday, May 31 – Ottawa, ON / Canada – The 27 Club

Sunday, June 1 – Montreal, QC / Canada – L'Escogriffe

Tuesday, June 3 – Guelph, ON / Canada – Sonic Hall

Wednesday, June 4 – London, ON / Canada – Rum Runner

Friday, June 6 – Detroit, MI / USA – The Sanctuary

Saturday, June 7 – Chicago, IL / USA – Cobra Lounge

Sunday, June 8 – Columbus, OH / USA – Skully's

Tuesday, June 10 – Nashville, TN / USA – The End

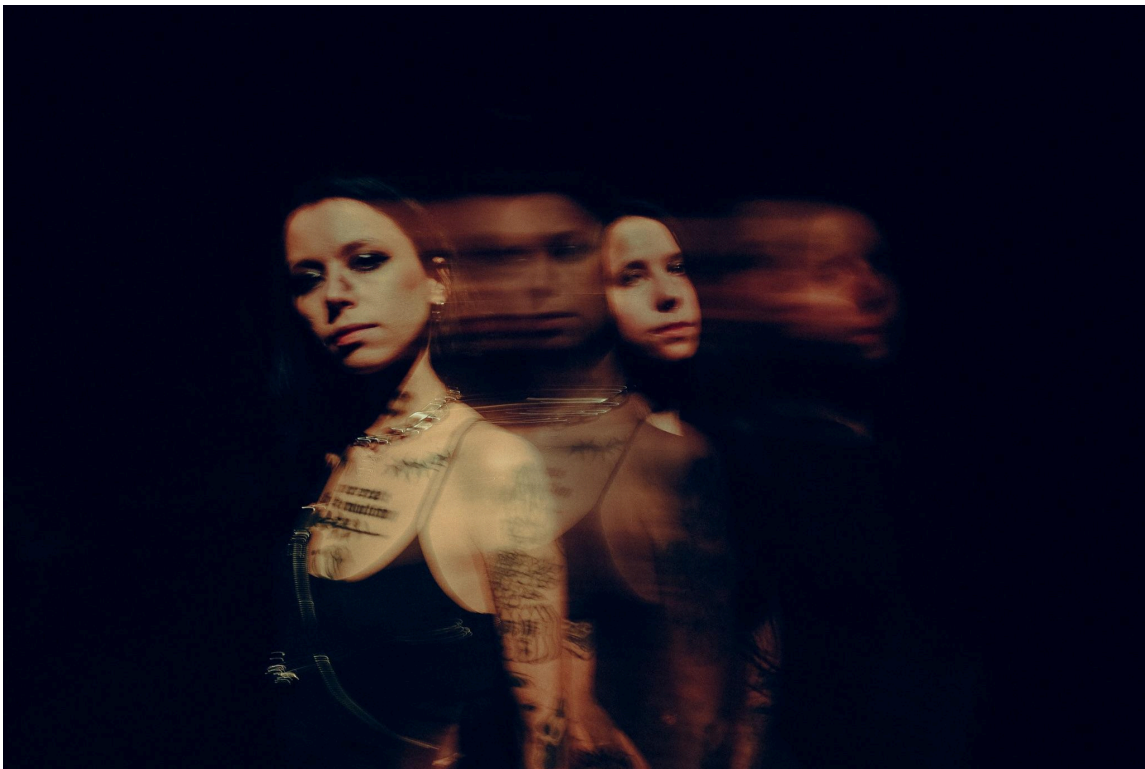
Wednesday, June 11 – Atlanta, GA / USA – Purgatory / Masquerade
Friday, June 13 – Tampa, FL / USA – Crowbar
Saturday, June 14 – Orlando, FL / USA – Conduit
Sunday, June 15 – Jacksonville, FL / USA – Jack Rabbits
Tuesday, June 17 – Carrboro, NC / USA – Local 506
Wednesday, June 18 – Washington, DC / USA – Black Cat
Thursday, June 19 – New York, NY / USA – Bowery Ballroom
Saturday, June 21 – Philadelphia, PA / USA – The Foundry
Sunday, June 22 – Boston, MA / USA – The Middle East

Europe with support from Glazyhaze:

Monday, November 17 – Berlin, Germany – Badehaus
Tuesday, November 18 – Cologne, Germany – Helios37
Wednesday, November 19 – Haarlem, Netherlands – Patronaat
Thursday, November 20 – Paris, France – Supersonic Records

UK with support from She's Green:

Saturday, November 22 – Glasgow, United Kingdom – King Tut's
Sunday, November 23 – Newcastle, United Kingdom – The Grove
Monday, November 24 – Manchester, United Kingdom – Manchester Academy 3
Tuesday, November 25 – Nottingham, United Kingdom – The Bodega
Thursday, November 27 – Leeds, United Kingdom – The Key Club
Friday, November 28 – Cardiff, United Kingdom – Clwb Ifor Bach
Sunday, November 30 – Southampton, United Kingdom – The Joiners
Monday, December 1 – Bristol, United Kingdom – Exchange
Tuesday, December 2 – London, United Kingdom – The Dome



Download Press Photo [HERE](#) | Credit: Kaylene Widdoes

About Softcult

Softcult's music is a constant reminder that the revolution is *very much* alive. Last year's **Heaven** EP flipped the concept of an afterlife on its head, calling out contradictions of a world fixated on the future while ignoring the very real need for change in the present. It landed them on **the cover of Spotify's MARROW playlist** (over 4.7 million followers), and brought them on tour across North America, UK, Europe, Australia & Southeast Asia.

Born in the studio and free from the industry's constraints, Softcult has been busy carving out their own universe. They've been championed by artists like **Hayley Williams** and **Oli Sykes**, opened for massive bands like **Incubus** and **MUSE**, and highlighted as a band to watch by **Stereogum**, **BrooklynVegan**, **Paste**, **Consequence**, **Alternative Press**, **Kerrang!**, **CBC**, **The Gay Times**, and more.

And they do it all themselves—Phoenix leads production, engineering, and artwork, while Mercedes writes, produces, directs and edits their deeply personal and impactful videos. Embracing a fully DIY ethos, they create and produce their own monthly zine, **SCripture**, and remain actively engaged with their fan community through the **Softcult Discord** server.

Connect with **Softcult**;

[Website](#) | [Discord](#) | [X](#) | [Instagram](#) | [Bandcamp](#) | [TikTok](#)

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