

SINGLE PRESS RELEASE

Miss Leading *Woke*



Artist: Miss Leading

Single: Woke

Release: 25th May 2022

For fans of: London Grammar, BANKS, FKA twigs

Miss Leading is a New Zealand born songwriter, music producer and poet of Indian and Scottish heritage. Her latest release, *Woke*, is a response to the virtue signalling that permeated much of society during the Black Lives Matter movement. The movement shone a light on a culture of hypocrisy with many people and companies superficially displaying concern for the cause after years of having race issues ignored or explained away as not existent.

Scattered with socially conscious lyrics, Miss Leading exhibits her unique take on the electro-pop genre; sparse, sombre and eerily haunting. The impactful chorus filters throughout the song as Miss Leading emotes the line, *'So you woke now, been asleep for years, you see em choke now, deluge of white tears like it just broke. Same system always there, fire was soaked. Long before you cared.'*

An effecting video shows Miss Leading cutting off her hair alone in a white room. As Miss Leading explains: "The symbol of haircutting is that of 'a thousand tiny cuts', that accumulation of constant prejudice and its impact. It is also about pulling back the nice dressing to reveal something that makes people uncomfortable."

The multi-talented artist spent five years in Scotland before having to return to her native New Zealand when the pandemic impacted the world. Since returning to New Zealand, Nadia has founded the Eastern Sound Collective a network of Wellington musicians who aim to support Asian artists who are underrepresented in western music. Miss Leading will be in the UK in June, July and August and will be aiming to perform live in her adopted home as well as throughout the country.

Woke is out on **25th May 2022**.

ABOF
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