

***Powerlines* EP**

The most relatable stories compel us to hang on to every word. Sam MacPherson infuses each lyric and melody with tangible detail. Through a nuanced approach and unclouded lens, the New Jersey-born and Los Angeles-based singer, songwriter, producer, and multi-instrumentalist will delve into the quietest moments of a tense goodbye or pan across the trepidation of a torrid, yet doomed relationship in his songs. This unfiltered honesty has quietly affirmed him as a notable artist on the ascent with tens of millions of streams and views and a dedicated following of fans. His vision only crystallizes on his major label debut EP with Elektra Records, *Powerlines* (out Friday, April 14),and much more to come.

“I write from inside of the moment,” he observes. “I put myself back into those memories and think about what I was feeling. I try to bend and push the form of pop music as far as I can with visceral and visual storytelling. I want you to feel like you’re inside of my songs with me.”

Hailing from Red Bank, Sam absorbed the no-nonsense New Jersey spirit from his surroundings, while his songwriter father gave him a love for music. He spun records by the likes of The Beatles and Rolling Stones, while his mom introduced him to Motown icons a la Sam Cook and Stevie Wonder. Of course, the spirit of Jersey’s own Bruce Springsteen crept into his subconscious as well. How could it not?

“I grew up 20 minutes from Asbury Park where Bruce is king,” he smiles. “Overall, I’m definitely inspired by Jersey. There’s a certain grittiness to it. Everyone is always on the go—whether it’s 11am or 1am. I’ve taken this attitude and tried to apply it to everything in my life. The people back home are great, despite what New Yorkers will tell you,” he laughs.

While attending college, he discovered his own path as an artist while also training as a division 1 soccer player. Approaching music with the same grit and dedication he applied to athletics, he poured all of his energy and free time into a $50 Yamaha acoustic guitar from his dad in between tinkering with the pianos in the school’s music room. Inspired by Frank Ocean, he taught himself how to play guitar, produce, write songs, and record on his own.

“Up until then, I was soundtracking my own feelings with music as a consumer,” he reveals. “When I went to college, I had a lot on my plate. I was figuring out who I was as a person. The surplus of all of those feelings was filtered into my songwriting.”

Upon graduating from Sacred Heart University, he continued to create as an independent artist. Picking up and leaving the East Coast, he settled in Los Angeles in 2020. Following early uploads such as “No Bad Memories,” he gained traction with the alluring, heartbreaking single “Routine” in 2021. Beyond landing on coveted playlists, it generated 6M+ streams and garnered praise among music blogs. He also served up the *Songs for Sam* EP highlighted by “Last Minute,” which lit up TikTok and surpassed 10M streams. He carried this momentum into 2022 with singles like “Crash Course” and “Rookie.” Simultaneously, he emerged as a sought-after collaborator behind-the-scenes for Stephen Sanchez, Jonah Kagen, Garrett Nash, and more. He notably co-wrote “Heartbreak Hall of Fame” for Quinn Lewis and “You” for VINCINT. Moreover, he shared stages with Chelsea Cutler and Elektra labelmate Jake Scott.

Signing to Elektra Records in 2022 – in a joint venture with Group Projects – MacPherson kicked off his next chapter with the single “Backseat (All I Got).” The track hinges on an airy guitar loop punctuated by shimmering keys. His vocals glide over this nocturnal soundscape as he admits, *“We don’t get deep ‘cause you prefer the tension,”* before his falsetto takes hold with the truism, *“Nobody breaks up in the backseat*.*”*

“It’s about a relationship that’s so hopeless it gives you the confidence to keep delaying calling it off,” he notes. “The idea is, *‘If we know this is going to end, it wouldn’t hurt to drag it out a little longer and enjoy what we can salvage’*. It will inevitably end, but I’m bringing it up before it does. Nobody addresses this when you’re just hooking up. It’s all lust, when you should be talking about what it means.”

Right out of the gate, it reacted with listeners, generating millions of streams. Meanwhile, *Atwood Magazine* raved, *“A poignant, bittersweet story wrapped in breathtaking, smoldering music, ‘Backseat (All I Got)’ is as catchy as it is cathartic*.*”* As it picked up steam, Sam assembled what would become *Powerlines*. He absorbed the experiences of the prior year and translated them into the eight-track body of work.

“The songs took me back to the places or the people I was thinking of when I wrote them,” he goes on.

He kicked off this season with the heartbreaking “Play Dumb” – a gentle track mourning a relationship dissolving – and “Safe To Say.” On the latter, a steady beat underlines breezy guitar as the momentum builds towards a catchy, albeit emotionally complicated chorus, *“At the least tell me, it’s safe to say your mine*.*”*

He states, “In your mid-twenties, it’s been a few years since the teenage invincibility wore off, and you’re realizing you just won’t ever figure out a lot of things about growing up, love, and life. It’s confusing and frustrating. When you find someone who makes all of the noise bearable, it makes everything more digestible. It’s my bare minimum requirement for being happy.”

Then, there’s “Powerlines.” Delicately plucked guitar glows around his glassy high register as he ponders, *“It can’t be just the power lines from your house to mine that keeps your heart wired to my chest*.*”*

“Objectively speaking, we’re all connected by powerlines,” he continues. “However, it’s not the only reason you’re connected to another person, a large group of people, or humanity itself. As you get older, you realize we’re more alike than different because we’re connected by things like falling in love.”

“First Place” tries to re-bottle the butterflies of new love as he shares vivid memories through a haze of sparse production and a lovelorn refrain. He elaborates, “It’s about how people evolve and how much it hurts to realize some things are never going to be as they were.”

On the other end of the spectrum, the upbeat “Stretch” takes flight on shimmering keys with a hypnotic hook, showcasing another side of his sound.

Ultimately, you’ll hang on to every word Sam sings. “When you listen to me, I hope you recognize I’m doing my best to document my own feelings to relate,” he leaves off. “It’s one thing to be heard, and it’s another thing to be understood. Being understood, at whatever scale, is really special. When somebody else feels understood, I’m in a completely different universe of gratitude. There’s nothing better.”

**BOILER**

Sam MacPherson infuses each lyric and melody with tangible detail. Through a nuanced approach and unclouded lens, the New Jersey-born and Los Angeles-based singer, songwriter, producer, and multi-instrumentalist will delve into the quietest moments of a tense goodbye or pan across the trepidation of a torrid, yet doomed relationship in his songs. At college, he taught himself how to play guitar, produce, write songs, and record on his own, approaching music with the same grit and determination he brought to athletics as a division 1 soccer player. Leaving the East Coast, he settled in L.A. in 2020 as an independent artist. Following early uploads such as “No Bad Memories,” he gained traction with the alluring, heartbreaking single “Routine” in 2021. Beyond landing on coveted playlists, it generated 6M+ streams and garnered praise among music blogs. He also served up the *Songs for Sam* EP highlighted by “Last Minute,” which lit up TikTok and surpassed 10M streams. He carried this momentum into 2022 with singles like “Crash Course” and “Rookie.” Simultaneously, he emerged as a sought-after collaborator behind-the-scenes for Stephen Sanchez, Jonah Kagen, Garrett Nash, and more. He notably co-wrote “Heartbreak Hall of Fame” for Quinn Lewis and “You” for VINCINT. Moreover, he shared stages with Chelsea Cutler and labelmate Jake Scott. Making his major label debut with Elektra Records – in a joint venture with Group Projects – MacPherson’s vision only crystallizes on his debut EP, *Powerlines* (out Friday, April 14), illuminated by singles such as “Safe To Say” and the title track.