

**RYKKA PREMIERES “RUNNIN’ AWAY” VIDEO AT [BREATHEHEAVY](#)
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BEATITUDES AVAILABLE NOW VIA CORDOVA BAY RECORDS



(JANUARY 31, 2017 – Toronto, ON) – **Rykka** premieres the music video for “Runnin’ Away” off her recent LP **Beatitudes** via Cordova Bay Records available now. The video premiered at [BreatheHeavy](#) and shows a wild and carefree Rykka touring around the back hills near Zürich. Watch + share the track [HERE](#). Her album *Beatitudes* is the follow up release to the critically acclaimed debut *Kodiak* and was produced by Warne Livesey (Chris Walla, Matthew Good, Kandle). Her latest LP also features the single “Bad Boy” which has now amassed over 50k streams on Spotify.

The video was filmed in Lucerne and Meilin, Switzerland and directed by Brianne Nord-Stewart. Director Brianne Nord-Stewart has this to say about the video: “We’ve done three music videos together. “Runnin’ Away” was filmed in Switzerland and it was a unique experience to spend time living on Rykka’s farm and travel down the hill to swim in the Zurich lake every day. For two weeks we shot the music videos and edited them. This opportunity of living together fostered a unique collaboration as artists. I don’t think I could repeat those circumstances with just anyone. Beyond talent, Rykka’s vision of who she is as an artist is clear and unfaltering.”

Starting as an acoustic folk artist under her birth name Christina Maria, Rykka unearthed her signature sound and emerged with an alternative-pop bang. She has been on a wild ride since the release of her 2013 album, *Kodiak* that was produced by Ryan Guldmond of Mother Mother. That same year, she won the prestigious Peak Performance Project competition and made multiple tours across Canada and Europe. Fast-forward to 2016 and Rykka found herself performing on the world stage representing Switzerland in the Eurovision Song Contest semi finals and releasing her follow up LP, *Beatitudes*.

Link to ****NEW**** hi-res photo: <http://bit.ly/Rykka-Press-Photo-2016>
(Photo credit: Lynol Lui)

Download High-Res LP cover art here: http://bit.ly/Rykka_Beatitudes_Art

**WATCH + SHARE “RUNNIN’ AWAY” MUSIC VIDEO [HERE](#)
WATCH + SHARE “BAD BOY” MUSIC VIDEO [HERE](#)**

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