

**MEDIA ALERT**

**SCENIC ROUTE TO ALASKA PREMIERE “HOW IT FEELS” VIDEO AT [BEATROUTE](#)  
WATCH + SHARE [HERE](#) | PURCHASE + STREAM [HERE](#)**

**SINGLE PREMIERED AT [POPMATTERS](#) | LISTEN + SHARE [HERE](#)**

**NEW LP *TOUGH LUCK* OUT MARCH 9**

**ADDITIONAL CANADIAN + INTERNATIONAL TOUR DATES ANNOUNCED**



(January 26, 2018 – Toronto, ON) – Edmonton-based indie rock trio **Scenic Route to Alaska** have premiered the video for their new single “How It Feels” with [BeatRoute](#) today. Watch + Share [HERE](#). The single also premiered with [PopMatters](#) earlier this week. Purchase + Stream [HERE](#). The new single will be on their upcoming LP ***Tough Luck*** out **March 9** via popTrip Records. The band will head out on an extensive tour this spring, which includes dates at **SXSW** and a stop in **Toronto at Adelaide Hall on April 21**. Full routing below.

The new album also features the single “[Slow Down](#)” which hit **#1 on the CBC Radio 3 Top 30** late last year. SRTA worked once again with famed producer Howard Redekopp (Tegan & Sara, The New Pornographers) at the legendary recording studio The Warehouse in Vancouver to produce an album that picks up where its heralded predecessor left off. The new album succeeds in capturing the band’s tight and dynamic live sound with an organic and honest production that’s instantly engaging but begging to be heard again and again. ***Tough Luck*** sees the band effortlessly weaving catchy vocals and memorable melodies through rich arrangements and promises to build upon the impressive pile of accolades and accomplishments from their last release. A new single and video will be released in the coming weeks.

***Tough Luck*** comes on the heels of critically-acclaimed ***Long Walk Home*** which amassed **1.7 million** streams on Spotify and garnered the trio 2 nominations (Recording of the Year and Best Rock Artist) at last year’s *Western Canadian Music Awards* and won them 4 awards (Album of the Year / Group of the Year / Pop Recording of the Year / Indie Rock Recording of the Year) at the *2017 Edmonton Music Awards*. They also enjoyed radio success with their single “Love Keeps” having reached **#1 on the CBC Radio 2 Top 20**, #21 on the Canada Alternative Rock Charts reaching an **audience of over 4 Million people** through commercial radio plays. The band also received placement for their single “Coming Back” in TV Spots (Edmonton Tourism & Global News) and in a new BBC show *Clique*.

On stage, Scenic Route to Alaska’s energy is palpable and the fun contagious. Always locked in with a syncopation that can only stem from a collective history, the band bounces from ballads to bangers with ease, leaving a lasting impression on any kind of audience in front of them. Admirably, the new album stays true to the band’s exciting live performances, that will be of particular benefit come their packed touring schedule in early 2018.

More information on the band’s upcoming release will be announced in the coming weeks. Additional tour dates will be added soon.

**Tour Dates:**

01.27 - Prince George, BC @ Cold Snap Festival  
03.08 - Jasper, AB @ Jasper Legion  
03.09 - Kelowna, BC @ Fernando's  
03.10 - Golden, BC @ Kicking Horse  
03.11 - Vancouver, BC @ Rickshaw Theatre  
03.14-17 - Austin, TX @ SXSW  
03.20 - Victoria, BC @ Copper Owl  
03.21 - Nanaimo, BC @ Queens Hotel  
03.23 - Rossland, BC @ Steamshovel  
03.24 - Panorama, BC @ Panorama Mountain Resort  
03.30 - Los Angeles, CA @ Hotel Cafe  
04.03 - Portland, OR @ White Eagle  
04.04 - Seattle, WA @ Central Saloon  
04.06 - Calgary, AB @ The Den  
04.07 - Edmonton, AB @ The Starlite Room  
04.12 - Red Deer, AB @ Bo's  
04.18 - Montreal, QC @ Quai des Brumes  
04.19 - Ottawa, ON @ House of Targ  
04.20 - Orillia, ON @ Roots North Festival  
04.21 - Toronto, ON @ Adelaide Hall  
04.22 - St. Catharines, ON @ Warehouse  
04.25 - Chicago, IL @ The Elbo Room  
04.28 - New York, NY @ Rockwood Music Hall  
05.02-05 - Halifax, NS @ East Coast Music Awards  
05.10 - Breda, NL @ Mezz  
05.11 - Hardewijk, NL @ Catharinakapel  
05.12 - Mainz, GER @ Schon Schön  
05.13 - Haldern, GER @ Haldern Pop Bar  
05.16 - Berlin, GER @ Musik und Frieden  
05.18 - Köln, GER @ Blue Shell  
05.22 - Hannover, GER @ Ruby Tuesday @ Cafe Glocksee  
05.25 - Stuttgart, GER @ Keller Klub  
05.27 - Aarau, CH @ Tuchlaube  
07.08 - Monmatre, SK @ All Folk'ed Up Music Festival

**Link to hi-res photo:** <http://bit.ly/SRTAPressPhoto2018> | **Photo credit:** Michael Kuby  
(L to R: Shea Connor, Trevor Mann & Murray Wood)

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