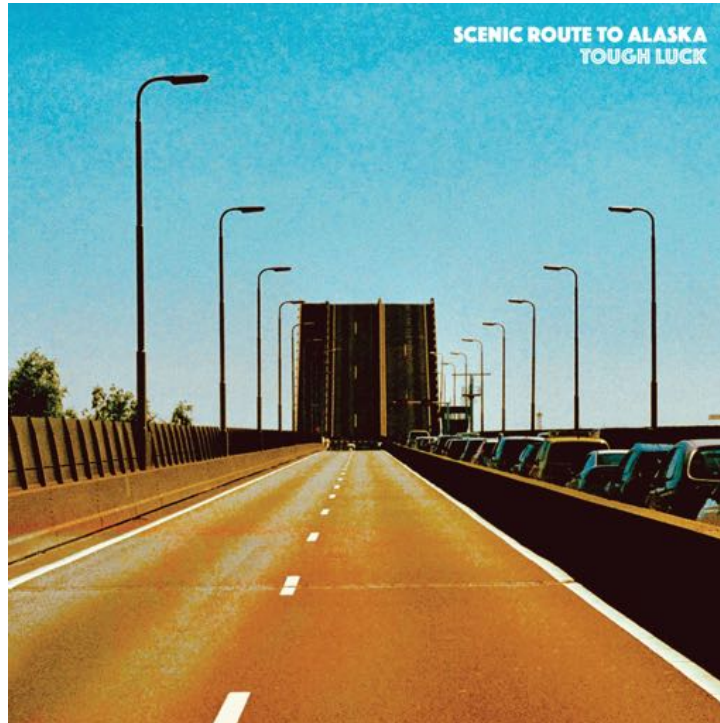


**MEDIA ALERT**

**SCENIC ROUTE TO ALASKA RELEASE NEW LP *TOUGH LUCK* TODAY!  
PURCHASE [HERE](#) + STREAM [HERE](#)**

**NEW SINGLE “GHOST OF LOVE” PREMIERES AT [LIVE IN LIMBO](#)  
PURCHASE + STREAM [HERE](#) | VIDEO OUT NEXT WEEK**

**CURRENTLY ON NORTH AMERICAN TOUR + EUROPEAN TOUR LATER THIS SPRING**



*“Tough Luck is a polished collection of power pop anthems, informed by the tenuous position of being young and optimistic, but also riddled with self-doubt” - **BeatRoute Magazine***

*“Scenic Route to Alaska know the measure of a good hook. Tough Luck is full of them: catchy riffs cascade across its runtime without relent, erupting out of rustic pop-stompers and rock sing-alongs with equal aplomb. The Edmonton trio have locked in on an unwavering approach on their fourth album, and it serves them well.” - **Exclaim!***

*“Ghost of Love’ is an exquisite reminder to eagerly anticipate Scenic Route to Alaska’s new album.” - **Live in Limbo***

(March 9 – Toronto, ON) – Edmonton-based indie rock trio **Scenic Route to Alaska** release their new album **Tough Luck** out **TODAY** via popTrip Records. Purchase [HERE](#) + Stream [HERE](#). New single “Ghost of Love” premiered with [Live in Limbo](#) saying this; “On first listen you’re struck with how immediate the song’s vision is fully realized, like it’s always been with you, sitting in the far reaches of your cerebral cortex.” Purchase + Stream [HERE](#). The video for “Ghost of Love” will be available next week. The band just launched their North American tour and will have dates across Canada, the US including a stop at **SXSW** before heading on their European tour later this Spring. Full routing below.

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. The new album also features the single “Slow Down” which hit **#1 on the CBC Radio 3 Top 30** late last year.

**Tough Luck** comes on the heels of critically-acclaimed **Long Walk Home** which has amassed almost **2 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.

Additional tour dates will be added as they are confirmed.

#### **Tour Dates:**

03.09 - Kelowna, BC @ Fernando's  
03.10 - Golden, BC @ Kicking Horse  
03.13 - Vancouver, BC @ Rickshaw Theatre  
03.14-17 - Austin, TX @ SXSW  
03.20 - Victoria, BC @ Copper Owl  
03.21 - Victoria, BC @ Copper Owl  
03.22 - Nanaimo, BC @ Queens Hotel  
03.23 - Rossland, BC @ Steamshovel  
03.24 - Panorama, BC @ Panorama Mountain Resort  
03.27 - San Francisco, CA @ Hotel Utah Saloon  
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  
04.26 - Asbury Park, NJ @ The Saint  
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  
05.17 - Hamburg, GER @ Freundlich & Kompetent  
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

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

Link to download the album art for **Tough Luck** - <http://bit.ly/2ETSPDM>

#### **Tough Luck Track Listing:**

01. How It Feels
02. Ghost of Love

03. All These Thoughts
04. Find My Footing
05. Lonely Nights
06. Slow Down
07. We Don't Let It
08. Better Days
09. Hibernating Heart
10. Twisted Love

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