***FOR IMMEDIATE RELEASE***

**RISE AGAINST'S ANTHEMIC NEW SINGLE**

**"NOWHERE GENERATION"**

**TAKES OFF AT U.S. RADIO, GLOBAL STREAMING, AND PRESS**

[***Band Debuts New Performance Video for the Track***](http://r20.rs6.net/tn.jsp?t=fqsfr8bbb.0.0.n8h7gggab.0&id=preview&r=3&p=https%3A%2F%2Ffound.ee%2Fnowheregeneration_live)

***"Millennials and younger generations are dealing with a lot of things that my generation and my parents' generation didn't:  income disparity, environmental degradation, the barrier of entry for jobs.  'Nowhere Generation' is connecting with people who, like the band members, have simply had enough of this sh\*t."***

**- Lyricist/vocalist/rhythm guitarist Tim McIlrath**

***"'Nowhere Generation'... the relatable doggedness...its optimistic defiance -***

***not to mention the rocket-fueled hooks underpinning it - turn it up loud..."***

**-- Loudwire**

LOS ANGELES, CA - TUESDAY, April 6, 2021 - Armed with a blistering, aggressive new single, "Nowhere Generation," the multi-Platinum, politically imbued punk rockers RISE AGAINST celebrate the track's catapulting into the Top 25 on *Billboard's* Mainstream Rock chart and Top 30 on *Billboard's* Alternative charts in only its third week of release. The song is a David-and-Goliath call-to-arms directed primarily at Millennials, Gen Ys, and Gen Zs to preserve and defend the fact that people, not politicians, hold the real power and that our younger generations need to reclaim that power to ensure the future of American Democracy.   In its debut week, "Nowhere Generation" was the #1 Most Added track at both Rock and Alternative radio, an accomplishment that only Foo Fighters' #1 smash "Shame, Shame" also achieved in the past year.  Additionally, in the short time since its debut, "Nowhere Generation" has contributed 2.3-million streams to the band's global total of nearly 4 billion.  Check out the band's new performance music video of "Nowhere Generation" [**HERE**](http://r20.rs6.net/tn.jsp?t=fqsfr8bbb.0.0.n8h7gggab.0&id=preview&r=3&p=https%3A%2F%2Ffound.ee%2Fnowheregeneration_live)**.**

Today, at 11AM PT - 1PM CT - 2PM ET, Rise Against will perform their new hit single "Nowhere Generation" for the first time, culled from their "Nowhere Sessions."  The performance will be preceded by the entire band - Tim McIlrath/vocals, guitar, Joe Principe/bass, Brandon Barnes/drums, and Zach Blair/guitars - on a live video chat that starts at 10:45AM PT.   Hosted by the Grammy-nominated creative director Brian Roettinger (Jay-Z, Florence and the Machine, No Age), who crafted *Nowhere Generation's* cohesive cross-campaign visual designs, the group will discuss the overall project's thematic visuals, from the album artwork to band photos to music videos, and eventually to Rise Against's on-stage tour production.  Check out the live chat and the new performance music video of "Nowhere Generation"[**HERE**](http://r20.rs6.net/tn.jsp?t=fqsfr8bbb.0.0.n8h7gggab.0&id=preview&r=3&p=https%3A%2F%2Ffound.ee%2Fnowheregeneration_live)**.**

"Nowhere Generation" is the title track from what may be the most consequential album of Rise Against's 20-year career, due out June 4 on Loma Vista Recordings.  The eleven songs on *Nowhere Generation* call out today's social, economic, and political factors that are undermining and redefining one of the core tenants of being an American:  that despite your race, place of birth, or societal class, if you apply yourself and work hard, you can achieve your vision of a fuller, richer and better life, The American Dream.  What is tantamount to a sell-out of the Middle Class is the thread that runs through the album.  Said vocalist/lyricist/rhythm guitarist Tim McIlrath, "The brass ring that was promised by hard work and dedication no longer exists for everyone.  When the privileged climb the ladder of success and then burn it from the top, disruption becomes the only answer."

*"'Nowhere Generation' is an instant anthem for the leaders of the world, us."*

-- Wall of Sound*/Australia*

*"Rise Against's new album is a war cry for the Nowhere Generation..."*

- Kerrang!/*UK*

*"...anthemic...taking aim at big business and political interests."*

*-*Revolver/*USA*

*"Rather than merely sitting at the back of the class and heckling,*

*Rise Against aim to instill hope with 'Nowhere Generation."*

*-* Blunt Magazine/Australia

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