

FOR IMMEDIATE RELEASE:

**King Youngblood “Home is Only a House” video premieres at *Afropunk*
BIG THANK LP out 04.08.22**

“Seattle has a long and storied alt rock tradition. King Youngblood is the next step in that story, packaging thunderous alt rock for a new generation” - Under the Radar, March 2021

October 21, 2021 | SEATTLE, WA – DICE LAB / Beatroot are pleased to announce that the video for single “Home is Only a House” from the forthcoming King Youngblood LP *BIG THANK* (out 4.08.22) has premiered at *Afropunk* via:

<https://afropunk.com/2021/10/exclusive-king-youngblood-takes-back-their-power-on-the-massive-home-is-only-a-house/>

Alternative Press calls King Youngblood “Seattle’s Alt Rock Princes” - they sure got that right. Twenty-two-year-old founder and front man Cameron Lavi-Jones, along with bassist Hamoon Milaninia, drummer Alix Daniel, and cellist Chet Peterson have a singular mission: grab heavy guitar/drums rock by the collar and drag it into the willing arms of the fresh new generation of fans current fueling the world-wide resurgence of Rock. King Youngblood crafts beautifully crisp, deeply soulful, and elegantly strong songs.

2021 was a big year for King Youngblood despite the setbacks due to the pandemic. Following the high six figure streaming success of singles “Yakubian Antics” and “Too Late Too Soon”, the band was asked to perform at the pre-game Seattle Seahawks show at Lumen Field on October 7th. “Performing for 68,000 fans is no joke. Playing for our favorite football team and the 12th Man fans felt amazing,” says Lavi-Jones.

Already championed by the likes of multiplatinum producer Phillip Peterson (A\$AP Rocky, Portugal the Man, Pink), and London Bridge studio owner and producer Eric Lilavois (Ayrton Jones, My Chemical Romance, Macklemore, Death Cab for Cutie) King Youngblood has been leading the rising Pacific Northwest pack long before pop’s biggest names started embracing cathartic rock music. The band’s unstoppable live shows have earned them opening slots for the likes of Pearl Jam, Naked Giants, and Ayrton Jones.

Lead single “Home Is Only A House” is “a hard-hitting musical cavalcade about real-time processing the self-truth that you should never have to convince someone to be in their life” according to Lavi-Jones. “This is my third music video collaboration with King Youngblood and directing their music videos just keeps getting better and better” says Afropunk artist and film maker Danny Denial. “For this one, Cameron and I were both in a similar headspace of rebuilding and the idea of pushing forward against the roadblock’s life throws at you. It wasn’t so much about the story as it was the spirit of building (and rebuilding) your passion and your life to survive and live for self-expression through your art. Especially now, rebuilding is a powerful and positive sentiment I think a lot of people need to hear.”

A strong belief in doing what is right lies at the core of what drives Lavi-Jones and King Youngblood. A second-generation Black/Jewish activist whose father was a member of the Black Panther Party, Lavi-Jones and King Youngblood are here to put the world on notice that there is an army of dedicated, progressive young people determined to change the course of world history, one note at a time.

Through the music of King Youngblood, Lavi-Jones and his compatriots have boldly declared that unironic, melodic rock’n’roll continues to stand tall as a vibrant medium of cathartic self-expression.

FOR MORE INFORMATION VISIT:

<https://www.kingyoungblood.com/>
<https://www.kingyoungblood.com/presentation>
<https://www.instagram.com/kingyoungbloodmusic/>

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Photo by Caeon Couto