



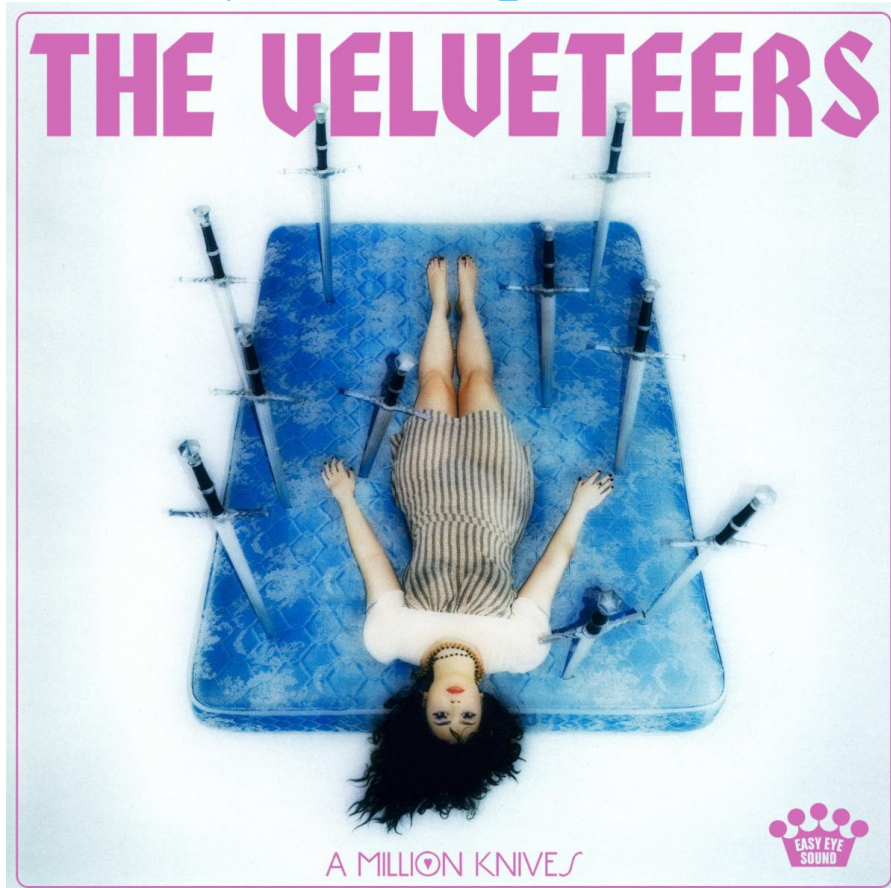
Photo credit: Jason Thomas Geering

The Velveteers are back today with “Suck The Cherry,” a cathartic rallying cry from tour-de-force frontwoman Demi Demitro – centered on feeling used and fed up in the face of vulnerability: “put my name in your mouth / chew it up and spit it out.” In conjunction with its release, the Colorado-based trio – featuring Demitro backed by dual drummers Baby Pottersmith and Jonny Fig (playing on a conjoined kit) – have shared a stunning visual to accompany the track directed by Nashville filmmaker Bella Mazzola (Margo Price, Sharon Van Etten, Sierra Ferrell). “Suck The Cherry” is the second look at the group’s upcoming full-length *A Million Knives*, which “explores the different forms of heartbreak,” as Demitro recently told *Billboard*. Fittingly, the collection makes its arrival on Valentine’s Day 2025.

“I wrote ‘Suck The Cherry’ on a hot summer’s day when I was locked away in a cabin in Paonia, CO,” says Demitro. “All I had with me for entertainment was my guitar, a notebook, a little drum machine and some cherries I had picked up earlier that day from the farmers market. I was messing around on the drum machine and found this beat that ended up influencing the entire song. It had this poppy/dancey feel but at the same time punk attitude. It had this chorus that was just so fun to sing, and it would always get stuck in my head.”

Watch / Listen to The Velveteers’ “Suck The Cherry” here: <https://www.youtube.com/watch?v=24YCqnv9MCI>

Pre-order A Million Knives here: https://click.ees.link/tv_amk



The thirteen songs on A Million Knives were penned by The Velveteers after a particularly grueling stretch of life on the road – while exploring the typically-unspoken tolls of an industry that can be far from compassionate; especially as a non-binary, queer and woman led rock ‘n’ roll band. For the album’s sessions, they reunited with GRAMMY-winning producer Dan Auerbach, who has said of the trio: “they sound so powerful, they’re amazing live, there’s nothing like them.”

A Million Knives follows The Velveteers’ 2021 debut Nightmare Daydream, which quickly found them bringing their “monstrous sound” (Under The Radar) to stadium stages with Smashing Pumpkins, Guns N’ Roses and more. In recent months they’ve made their headline debuts in cities like New York and Nashville, and they’ll continue to tour A Million Knives throughout 2025 – including just-announced February and March dates across the Western United States (see below for a full list).

A Million Knives Tracklist:

1. All These Little Things
2. Suck The Cherry

3. See Your Face
4. Bound In Leather
5. On And On
6. Sweet Little Hearts
7. A Million Knives
8. Moonchild
9. Take It From The Top
10. Go Fly Away
11. Up Here
12. Heaven
13. Fix Me

The Velveteers Tour Dates:

February 28 @ Aggie Theatre – Fort Collins, CO

March 3 @ Shrine Social Club – Boise, ID

March 6 @ Mission Theater – Portland, OR

March 8 @ El Corazon – Seattle, WA

March 13 @ The Echo – Los Angeles, CA

March 16 @ The Rebel Lounge – Phoenix, AZ

March 27 @ Slowdown – Omaha, NE

THE VELVETEERS

A MILLION KNIVES TOUR



February 28, 2025	 Ft. Collins, Colorado	 The Aggie Theatre
March 3, 2025	 Boise, Idaho	 Shrine Social Club
March 6, 2025	 Portland, Oregon	 Mission Theater
March 8, 2025	 Seattle, Washington	 El Corazon
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THE NEW ALBUM "A MILLION KNIVES" OUT FEB 14



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