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**AVOID KICK OPEN THE DOOR TO 2025 WITH NEW SINGLE "IF IT HURTS" —**  
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### **BAND RECENTLY SIGNED WITH UNFD**

**UNFD** welcomed **AVOID** to its roster last year and the band shared its debut single for the label in the form of "**BURN**." Watch the video for the gnarly track [here](#).

Now, the band is kicking the door to 2025 open with the new single "**If It Hurts**." Loaded with raucous riffs and kinetic, industrial grit, it's the kind of track that fans will be clamoring to see the band perform live so they can mosh and sing along to the choruses, which will imprint themselves in your brain. The track teeters on an axis between trudging grooves and off-kilter electronics, speaking to the dynamics at the heart of AVOID's sound. Cymbal crashes match the intensity of a thick riff beatdown as the vocals alternate between vulnerable and vicious. Ultimately, the emotion overflows on a chantable chorus that's as incendiary as it is infectious, "*And I don't care if it hurts, you kept on making it worse, another memory burned away.*" It's the soundtrack for the moment you wave goodbye to your toxic ex in the rearview mirror once and for all.

Watch the visualizer [here](#).

"Honestly, I think the song was really healing for all of us," explains singer **Benny Scholl**. "It's about accepting the past, whether it be good or bad, and moving

forward, and we couldn't be more stoked with how it turned out.'"

If you are not yet familiar with AVOID, allow them to make your acquaintance.

AVOID answers the question "*What if Dale Earnhardt, Guy Fieri, and Steve-O started a Spinal Tap cover band?*" in spirit, ethos, and energy. And it kicks ass.

Hailing from the vibrant music scene of Seattle, this four-piece is on a mission to foster a sense of community through their genre-defying sound. Drawing from their hometown's rich musical legacy, AVOID craft a dynamic musical mix that captures the essence of nostalgia while pushing boundaries into uncharted territory. With NASCAR and *Fortnite* as their fuel, AVOID aim to champion inclusivity and revive the spirit of heavy music with a fresh, passionate approach.

Currently hard at work on their new album, set to drop in 2025 via UNFD, AVOID are ready to take things to the next level. Their upcoming release promises to deliver the same infectious energy and artistic flair that fans have come to love, while reminding us to have fun along the way.

**AVOID ARE:**

Benny Scholl — Vocals

Nick Olson — Guitar

Chris Echols — Guitar

Paul Jatón — Drums

