



I wanted to make sure that The Velveteers were on your radar – a trio featuring two drummers (on a conjoined kit) behind tour-de-force-frontwoman Demi Demitro. Before the holidays, they shared [“On and On”](#) – a rallying cry against rampant misogyny in the music industry – which was named a [Song You Need To Know by Rolling Stone](#) and a “best of” selection by outlets from [Guitar World](#) to [GLAAD](#). Paste noted that: [“Demitro is one of the most exciting frontpeople in rock ‘n’ roll.”](#)

On Valentine’s Day, they’ll return with their new full-length album *A Million Knives* via Easy Eye Sound – penned after a particularly grueling stretch of life on the road, as a way to process feeling used and fed up in the face of vulnerability. *A Million Knives* explores the typically-unspoken tolls of navigating a system that’s often far less than compassionate; especially as a non-binary, queer and woman led rock ‘n’ roll band. [Demitro described the new album to Billboard](#) as “exploring the different forms of heartbreak,” making its release date all the more fitting.

Please let me know if you still need a full advance of *A Million Knives*, would love to send one your way!

The Velveteers will also embark on the West Coast leg of their debut headlining tour in Feb and March – after recently opening arena shows for Guns N’ Roses and Smashing Pumpkins; in the process penetrating rock n’ roll’s “old guard” spaces with their own fresh perspectives. Would love to see what you think of learning more!

Max

