

# Red Sleeping Beauty

## Always

Shelflife presents the return of the legendary Swedish pop group **Red Sleeping Beauty** with a spectacular comeback 7" single "Always" b/w "Breaking Up Is Easy", their first release in 15 years. Available world-wide Sept 4th on limited white vinyl and digital formats.

Red Sleeping Beauty formed in Stockholm in 1989 by singer Kristina Borg, singer/guitarist Niklas Angergård (Acid House Kings), guitarist Mikael Matsson (The Shermans), and bassist Carl-Johan Näsström. They made a huge impact on the international indiepop scene with two fantastic albums and a series of singles and EPs. Their first release was in 1992 with EP *Pop Sounds* (Marsh Marigold), followed by four 7"s all on different pop labels (Somersault, Motorway, Grimsey, and Sunday) before returning to Marsh-Marigold for the first full length *Bedroom*. They then signed to the legendary Siesta Records to release their fifth single *Sick & Tired*, their second album *Soundtrack*, and a compilation of singles. In 2014, the band reunited in the studio to record "Just For Fun," an Alpaca Sports cover, as well as "Merry Christmas, Marie" as a special holiday track. Now in 2015, we are excited to announce a brand new single "Always" b/w "Breaking Up Is Easy".

Even if you are unfamiliar with Red Sleeping Beauty's legacy, this single is the perfect starting point. The two tracks feature the trademark RSB sound -- brilliant pop hooks and intoxicating sing-a-long choruses, upbeat synth melodies, exquisite boy/girl vocals, and all sealed with a kiss from Stockholm. It's fresh breath of sonic beauty and an inescapable dose of classic pure pop! It's the band's first release on Shelflife, but it feels like a homecoming as we have worked with many bands featuring members from the Red Sleeping Beauty family over the years. And sorry, we can help to be giddy as there is even more new stuff on the way in 2016.

For fans of: Acid House Kings, The Shermans, Club 8

# RED SLEEPING BEAUTY

7" Vinyl and Digital  
1. Always  
2. Breaking Up Is Easy

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