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## **SINGER SONGWRITER AND PRODUCER ALLIE ALVARADO RELINQUISHES HAPPY ENDING WITH NEW EP**

**LOS ANGELES, CALIF. (March 2022)** - Allie Alvarado, also known as “Painted Face” or “Princesa”, will be releasing her next EP “Strong” on April 8th 2022. The four track EP dives into the concepts of love, loss, and navigating the world when your idea of a happy ending doesn’t work out. Written by the Honduran-American singer and electronic music producer in the midst of the COVID-19 pandemic, “Strong” serves as a companion for everyone going through difficult times.

Titled after the EP’s single, “Strong” began while Alvarado was touring Europe as a keyboardist and back-up singer for artist Beth Ditto. Inspired by the sounds of the Berlin underground, her ideas progressed into full songs when Alvarado was confined to her apartment during the Coronavirus lockdown. The EP soon became a space for Alvarado to process the emotions and trauma she was experiencing as a result of the pandemic and devastating losses in her personal life, leading her to face the reality of an unhappy ending.

“Originally, I was going to call this EP ‘Feel the Earthquake’ which is one of the tracks because that’s what I felt like I was doing while writing these songs,” said Alvarado. “I was feeling the ground beneath my feet rumble and open, and at the time wondering if I was going to get swallowed up whole along with it. But like every journey, you hope to find meaning and you hope to survive and sometimes you have to keep going even if there’s no happy ending in sight. So many of us have lost so many things in the last few years and it’s going to take time to heal.”

The flowing melodies and emotional vocals present in “Strong” showcase Alvarado’s abilities as a singer and songwriter and demonstrate her unique artistry, in addition to highlighting her struggles in the music industry. Being a female-identifying and first generation producer who is also a person of color

can make it challenging to become known in an industry that isn't always inclusive, and this is something Alvarado has dealt with throughout her career. The EP serves as a beacon of hope for those like Alvarado, who are struggling in the midst of opposition. The detailed elements and dynamics in "Strong" demonstrate Alvarado's skills as a producer, asserting herself in a predominantly male sector of the music industry.

"Participating in the music industry as a producer who is a first generation immigrant, and a woman of color, it feels like my very existence is an act of resistance," said Alvarado. "Just participating is radical because there is a lack of representation out there. It's easy to feel like an imposter sometimes but I've learned not to compare myself to the status quo and just do what I do because I love doing it."

The emotionally gripping melodies and meditative tempos demonstrate Alvarado's talent as a singer, writer, and producer making her presence in the music space known. "Stronger" will be available on all platforms April 8th. To keep up with Alvarado, follow her on [Instagram](#), [Spotify](#), and [YouTube](#).

#### **"STRONG" EP TRACKLISTING:**

- 1. Strong**
- 2. Syllables of Love**
- 3. Feel the Earthquake**
- 4. Moments of You**

#### **About Allie Alvarado**

Allie Alvarado is a Honduran-American electro-pop singer and producer based in Los Angeles. She is known for her unique melodic arrangements, danceable grooves, and hypnotic vocals. Allie's sound is ever-evolving. The release of her third EP "Strong" (out in 2022), puts her on a more vulnerable path, both musically and lyrically. Exploring downtempo soundscapes, Allie achieves a refreshed sound that is mature yet still rebellious, incorporating her signature call and response synths and ethereal harmonies to stay true to her roots. Her lyrics reflect on the events of this new decade and converse with the changing

global landscape and her yearning to find purpose in the face of loss and transformation. Allie has also written under the solo monikers Painted Face and Princesa. She has appeared with notable artists like Beth Ditto and School of Seven Bells, and her credits include a feature with Alvin Risk on the 2016 OWSLA Worldwide Broadcast for Skrillex's label.

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