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FOR IMMEDIATE RELEASE

**RISING INDUSTRIAL METAL SONGSTRESS *I YA TOYAH***

**RELEASES NEW VIDEO “DREAM NOT TO DREAM” TODAY**

***“I AM THE FIRE” EP DUE OUT APRIL 5TH, PRODUCED***

***WITH/MIXED BY STABBING WESTWARD’S WALTER FLAKUS***

***EXTENSIVE AMERICAN TOUR SUPPORTING ORGY/COLD***

***CONFIRMED FOR APRIL/MAY***

(New York, NY) – Rising industrial metal songstress *I Ya Toyah* has just released a new video for “Dream Not To Dream” today; click [here](https://www.youtube.com/watch?v=IF6E8qpsXbc) to check it out. The hypnotic, ominous short film challenges the viewer’s perception of love vs. obsession and its macabre underbelly. Of “Dream Not To Dream,” *I Ya Toyah* commented, "The music video is a dark story that shows the gruesome truth behind acts of love. I wanted it to contrast with the more upbeat vibe of the song. This was a stylistic choice to take the viewer to a deeper place within obscurity. The video is a killer, literally, a sinister tale of love and death."

“Dream Not To Dream” is taken from the forthcoming EP, I AM THE FIRE, due out on April 5th. The EP is produced with and mixed by Stabbing Westward’s Walter Flakus. To access the cover art for I AM THE FIRE, please click [here](https://drive.google.com/file/d/1ggtQsMDSPrDuQKAwsU-g1Wr6r8zcI2hT/view?usp=drive_link). To pre-order the EP, please click [here](https://iyatoyah.bandcamp.com/album/i-am-the-fire). *I Ya Toyah* will head out on an extensive American tour around the release of I AM THE FIRE, as support for Orgy and Cold. The tour kicks off in April and runs through the end of May. Please see below for the itinerary.

*I Ya Toyah* is not just a musical act, she’s a movement. When spoken out loud in her native Polish, the words “I Ya Toyah” translate to “It’s just me” and “I am who I am”. These simple, but powerful words act as an unwavering mission statement that guides every aspect of her career. In just a few short years, the Chicago-based singer/songwriter/guitarist has released several recordings, organized the creation of multiple music videos, and toured the United States multiple times, most recently with Stabbing Westward. *I Ya Toyah* combines elements of industrial, pop, electro, darkwave, and alternative rock into a unique aural tapestry that acts as the perfect backdrop for her intensely personal lyrics; but it’s the power and versatility of her voice that really sets her apart. Her potent vocal performances effectively deliver a message that is modern, relatable, and speaks to the paranoia of everyday reality.

While she truly embodies the spirit of DIY, *I Ya Toyah* also actively embraces the collaborative nature of the industrial/darkwave music scene. Recent musical releases include projects with Raymond Watts (PIG, KMFDM), Julian Beeston (Nitzer Ebb, Cubanate), Rhys Fulber (Front Line Assembly, Delerium), Tim Skold (Shotgun Messiah, KMFDM, Marilyn Manson, Motionless in White), Phil Owen (Skatenigs), and Stabbing Westward, whose remix of her song “Pray” quickly brought her name to the top of the Industrial Electronic charts on Bandcamp. She is also an active member of The Joy Thieves, a 50+ member supergroup whose roster includes musicians who have worked with Ministry, Depeche Mode, Killing Joke, David Bowie, Nine Inch Nails, KMFDM, My Life With the Thrill Kill Kult, Nitzer Ebb, White Zombie, and more.

*I Ya Toyah* is a fierce advocate for mental wellness, as well as human and animal rights. Not content to simply raise awareness for these causes, she has donated 15% of the proceeds from the sales of her music and merchandise directly to organizations such as the American Foundation for Suicide Prevention (AFSP), and the Animal Hope and Wellness Foundation. Most recently, she participated in the recording of a version of the Beatles’ classic “Come Together” to raise funds for the people of the war-torn country of Ukraine. The project was arranged and mixed by legendary music producer John Fryer (Nine Inch Nails, Depeche Mode, Cocteau Twins). Participants included members of Faith No More, Stabbing Westward, Ministry, Rammstein, Filter, The Joy Thieves, Agnostic Front and more.

*I Ya Toyah* tour dates supporting Orgy and Cold:

APRIL

11 Chicago, IL The Bottom Line

12 Flint, MI The Machine Shop

13 Des Moines, IA Lefty’s Live Music

14 Sioux City, IA The Marquee

16 Colorado Springs, CO The Black Sheep

17 Denver, CO Marquis Theater

19 Seattle, WA Madame Lou’s

20 Portland, OR Bossanova Ballroom

22 Sacramento, CA Harlow’s

23 West Hollywood, CA Whisky A Go Go

24 Fresno, CA Fulton 55

25 Santa Ana, CA The Observatory

26 San Diego, CA Brick By Brick

27 Scottsdale, AZ Pub Rock Live

28 Albuquerque, NM The Launchpad

30 Austin, TX Come And Take It Live

MAY

1 San Antonio, TX Paper Tiger

2 Dallas, TX Trees

3 Houston, TX Scout Bar

4 Shreveport, LA Strane Brew

6 New Orleans, LA House Of Blues

7 Tallahassee, FL Legacy At Riverfront

8 Fort Lauderdale, FL Revolution Live

9 Daytona Beach, FL Welcome To Rockville

10 Greenville, SC Radio Room

11 Knoxville, TN The Concourse

12 Greensboro, NC Hangar 1819

14 Mechanicsburg, PA Lovedraft’s

15 Clifton, NJ Dingbatz

16 New York, NY The Gramercy Theatre

17 Allentown, PA Maingate Nightclub

18 Alston, MA Brighton Music Hall

19 Baltimore, MD Baltimore Soundstage

21 Syracuse, NY The Song & Dance

22 Warrendale, PA Jergels

23 Covington, KY Madison Theater

24 Columbus, OH The King Of Clubs

25 St. Paul, MN Turf Club

To access a publicity image of *I Ya Toyah*, please click [here](https://drive.google.com/file/d/1IGErJaxWg7L354plZ_bvzJKMKgfJjqoJ/view?usp=drive_link).

Photo credit: Babiracki Images/Krzysztof Babiracki

For more information, please visit:

<https://www.iyatoyah.com/>

<https://linktr.ee/iyatoyah>

<https://www.facebook.com/IYaToyah/>

[https://www.instagram.com/iyatoyah/](https://www.instagram.com/iyatoyah/%20)

<https://www.youtube.com/c/Iyatoyah>

<https://twitter.com/iyatoyah>

<https://open.spotify.com/artist/5pig0rzYT7aqLkAryQjF45>

<https://iyatoyah.bandcamp.com>

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