**CASH CASH BIO**

An album traditionally catalogs a moment.

However, Cash Cash bottle the memories, lessons, and experiences of an entire era in their 2021 full-length offering, *Say It Like You Feel It* [Big Beat/Atlantic Records]. The multiplatinum genre-breaking New Jersey trio—brothers Jean Paul and Alex Makhlouf accompanied by lifelong friend Samuel Frisch—fashion an electronic pop pastiche out of analog synth transmissions, live instrumentation, blockbuster hooks, and a rotating cast of dynamic and diverse guest vocalists. As such, they relay the ebbs and flows of their journey through these 18 tracks.

“The record encompasses the past five years,” explains Samuel. “It’s a much bigger story for us.”

“Each album is an era of our life together,” Jean Paul goes on. “It’s a chapter of what we were doing, who we were with, and the artists we were conversing with, touring with, and hanging out with. We look at back it like a yearbook. It reminds us of where we were and who we were. It really takes us back.”

They certainly have a lot to look back upon…

Since 2008, Cash Cash have quietly asserted themselves as a bastion of electronic music innovation, crossing over on their own terms, generating billions of streams, selling out shows on multiple continents, and launching a high-profile Las Vegas residency. Not to mention, they’ve collaborated with everyone from Busta Rhymes and Nelly to Goo Goo Dolls and Christina Perri. Along the way, 2016’s *Blood, Sweat & 3 Years* yielded an international smash in the form of the platinum-certified “Take Me Home” [feat. Bebe Rexha]. In its wake, they only accelerated their momentum.

Setting the stage for the next chapter, “Matches” [feat. ROZES] vaulted to #1 on Dance Radio, while “All My Love” [feat. Conor Maynard] eclipsed 117 million-plus Spotify streams. In between packed gigs, “Finest Hour” [feat. Abir] posted up 92 million Spotify streams and garnered a gold certification from the RIAA. Representative of their uncanny ability to morph and move past genre lines, “Call You” [feat. Nasri of MAGIC!] saw them return to #1 at Dance Radio as *Billboard* pegged them among the 2019 *“Dance 100 List*.*”* Around the same time, P!NK recruited them for the *“bucket list”* collaboration “Can We Pretend,” which bubbled up to the Top 10 at AC Radio. Meanwhile, they joined forces with Dashboard Confessional for “BELONG.” Kicking off 2020, “Mean It” [feat. Wrabel] attracted the praise of *PAPER Magazine* who called it *“Instantly relatable and infectiously danceable*.*”*

As the Global Pandemic pushed the world into quarantine, the guys hunkered down in New Jersey and officially assembled *Say It Like You Feel It*.

“A big chunk of the record was definitely made during the Pandemic,” recalls JP. “There were a lot of emotions bouncing around at the time. We looked back at the songs we’d been releasing and finished this body of work.”

“Except for last year, we’ve been on tour constantly for the last decade,” says Samuel. “We finally had some time to really reflect on where we’d been.”

They initially teased out the album with “Too Late” [feat. Lukas Graham & Wiz Khalifa], arriving to critical acclaim with *FLAUNT Magazine* praising, *“the guys never fall short of delivering the highest quality music*.*”* On its heels, the 2021 single “Ride Or Die” [feat. Phoebe Ryan] illuminates the enduring power of their signature sound. Shimmering keys twinkle through a thumping bass line and head-nodding beat before culminating on a sweeping and soaring refrain from Phoebe as she asks, *“Are you with me ride or die?”*

“The song is about the one person in your life—whether it’s a friend, girlfriend, parent or family member—you really lean on,” explains JP. “The message is, *‘It’s never too late to put yourself out there and make that friendship or relationship’*.”

Now, the album kicks off with “42.” Underscored by breezy acoustic guitar, this upbeat bop recalls *“memories of being in Las Vegas and drinking a bottle of 42 every night*,*”* smiles Samuel. Then, there’s “Talk About It” [feat. HARLOE]. It builds from a lightly plucked intro into a dancefloor-ready hook punctuated by HARLOE’s explosive delivery. Whether it be the glossy and glistening fingersnap-driven “Reforget” [feat. Violet Days] or the emotionally charged “Practice” [feat. Tayler Buono], *Say It Like You Feel It* canvases an entire sonic spectrum.

“The title speaks to the overarching theme,” states JP. “Say what you feel. Don’t hold your emotions back. You have to be able to express yourself, what you believe, and what you think. If you’re going to say something, let it all out. If you’re going to do something, be sure to do it all the way.”

Cash Cash do just that every time they make a record or play a gig.

“We try to be an escape from reality for people,” JP leaves off. “You can listen to the music and enjoy the songs. If there’s an emotion we can convey to help you get through something, that’s the goal. Music is all about healing. For as much as our music may help fans, it’s the same for us. Playing shows helped me get through the hardest times in my life.”

“All of these songs were made as shared experiences a lot of people can relate to,” concludes Samuel. “It’s been so long we can’t wait to share these songs with everyone. Don’t worry about what’s going on in the world for an hour. Sit back and listen.”

**BOILER**

Since 2008, Cash Cash have quietly asserted themselves as a bastion of electronic music innovation, crossing over on their own terms, generating billions of streams, selling out shows on multiple continents, and launching a high-profile Las Vegas residency. Not to mention, the multiplatinum genre-breaking New Jersey trio—brothers Jean Paul and Alex Makhlouf accompanied by lifelong friend Samuel Frisch—have collaborated with everyone from Busta Rhymes and Nelly to Goo Goo Dolls and Christina Perri. Along the way, 2016’s *Blood, Sweat & 3 Years* yielded an international smash with the platinum-certified “Take Me Home” [feat. Bebe Rexha]. Igniting the next chapter, “Matches” [feat. ROZES] vaulted to #1 on Dance Radio, while “All My Love” [feat. Conor Maynard] eclipsed 117 million-plus Spotify streams. In between packed gigs, “Finest Hour” [feat. Abir] posted up 92 million Spotify streams and garnered a gold certification from the RIAA. “Call You” [feat. Nasri of MAGIC!] saw them return to #1 at Dance Radio as *Billboard* pegged them among the 2019 *“Dance 100 List*.*”* P!NK recruited them for the *“bucket list”* collaboration “Can We Pretend,” which bubbled up to the Top 10 at AC Radio. Meanwhile, they joined forces with Dashboard Confessional for “BELONG.” Kicking off 2020, “Mean It” [feat. Wrabel] attracted the praise of *PAPER Magazine* who called it *“Instantly relatable and infectiously danceable*.*”* Now, Cash Cash bottle the memories, lessons, and experiences of an entire era in their 2021 full-length offering, *Say It Like You Feel It* [Big Beat/Atlantic Records] ignited by the single “Ride or Die” [feat. Phoebe Ryan].