**HERCULES & LOVE AFFAIR RELEASE NEW SINGLE “REJOICE” OFF FORTHCOMING ALBUM *OMNION*!**

**LISTEN/POST:** [**HERE**](https://www.youtube.com/watch?v=nkZJfj1elVQ)

**BUY/STREAM:** [**HERE**](https://hercules.lnk.to/OmnionPR)

*“It’s at once exultant and ominous, a thumping industrial-tinged gospel-dance banger.”*

***– Stereogum***



With forthcoming album ***Omnion*** garnering widespread critical acclaim and two singles playlisted at **6music**, **Hercules & Love Affair** today reveal new single and disco stomper “Rejoice,” premiered yesterday via [Stereogum](http://www.stereogum.com/1958652/hercules-love-affair-rejoice-feat-rouge-mary/premiere/).

“Rejoice” does exactly that. Taking things back to the dancefloor, this celebratory song marks four years of sobriety for **Butler** after years of serious drug addiction. **Hercules** regular **Rouge Mary** “a gender non-conformist” of Algerian heritage takes on vocals – a fitting choice given **Rouge** once found shelter in a church, finding his/her musical voice there, and given how, after Andy’s life was shattered by drugs, **Rouge** played a key role in helping him rebuild his life.

**Rouge Mary** explains - “The lyrics to ‘Rejoice’ were written in a day. It's so obvious when you look around, that we all have so many reasons to be sad and we are so used to complaining about sticky situations. So much that we forget the ancient secret. ‘Rejoice’ highlights the importance of gratitude and the power of positive thoughts. ‘Smile though your heart is aching,’ Charlie Chaplin once said. I interpret it in a very powerful way, to symbolize the urgency of the message. I feel this song is like a solution to face problems of all kind. It truly is an ode to positivity.”

**Butler** echoes much of the same sentiment: "As with this entire record, ‘Rejoice’ was born out of taking detours from a traditional ‘vocal house’ record. I picked up the tempo and stumbled onto a bass line that evoked my fave early industrial tracks from **Front 242** or **Cabaret Voltaire**. The stomp is one of exuberance, and was begging for ‘vamping’ or ‘riffing’ from a singer – something **Rouge Mary** is so great at. The exuberance just pointed me to the word ‘Rejoice,’ so I asked her to bring that message to the song. It's a message she brings every day to her life, so it was exciting to watch her once again share ‘the keys to the kingdom!’”

Helping **Butler** interpret ***Omnion***’s message of faith and tolerance on **H&LA**’s fourth studio album are a world class act of singers including **The Horrors**’ **Faris Badwan**,Lebanese rockers **Mashrou’ Leila**, New York singer-songwriter **Sharon Van Etten** on single and title track “Omnion,” and Icelandic sister act **Sísý Ey**, alongside regular collaborators **Rouge Mary** and **Gustaph**.

Born in Denver and cutting his teeth as a teenage DJ, **Butler** escaped to New York and invented **Hercules & Love Affair** as an outlet for his songs. From the retro-futurist Paradise Garage grooves of **Hercules & Love Affair**’s eponymous 2008 debut – with longtime friend **ANOHNI** on the classic, “Blind” – via the thoughtful elegiac songwriting of 2011’s ***Blue Songs***, to the bumping, grittier pulse of 2014’s ***The Feast of the Broken Heart***, **Butler** has nailed a body of work that bridges the dance floor and home listening.

***Omnion*** moves his game up a notch and reflects his current “hypersensitivity” to all that is going on. “Sometimes the dance floor represents a decision to avoid dialogue with the wider world, to commune with people but not really talk,” **Butler** explains. “But humans need to challenge themselves and step it up. Not that everything has to be so serious but this **Hercules** record is.”

Set to be released on September 1st, ***Omnion*** is picking up plaudits across music, dance, and gay press – including being named “Album Of The Month” by **DJ Mag** and **Gay Times** – and garnering strong support at radio, including **BBC 6music** playlisting, and a live session on **Lauren Laverne**’s show.

**Summer shows:**

AUGUST:

25th - Rock en Seine, Paris (France)

27th - Stephenson Works, Newcastle (UK)

SEPTEMBER:

1st - Into the Great Wide Open, Vlieland (Netherlands)

9th - Festival No. 6, Portmeirion (Wales)

16th - Kutxa Kultur Festival, San Sebastian (Spain)

OCTOBER:

19th - ADE at Paradiso, Amsterdam (Netherlands)

***Omnion* European Tour:**

NOVEMBER:

10th - Metropop Festival, Lausanne, Switzerland

15th - Sala But, MADRID, Spain

16th - Sala Apolo, Barcelona, Spain

17th - Lux Fragil, Lisbon, Portugal

25th - Smolna, Warsaw, Poland

30th - Kesslehaus, Berlin, Germany

DECEMBER:

1st - Trix, Antwerp, Belgium

6th - Santeria, Milan, Italy

7th - Locomotiv, Bologna, Italy

8th - Shepherds Bush Empire, London

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