



Run Baby, Run *-Press Release*

Running from
comfort

‘RUN BABY, RUN’ is the second release from FUTURE RADIO’s upcoming debut album, FREEDOM. The lyrics explore the concept of running from a relationship that’s stuck in a comfort zone.

“Run Baby, Run” has all the elements one would expect from **a dark, up-tempo rock song** including, a catchy chorus hook, driving guitars and drums, supported by a **groovy bassline**. The song is reminiscent of **early Foo Fighter songs**.

“**Metaphorically** the song plays with the idea of the escape from Sodom and Gomorrah, a rather **do-or-die situation**,” says frontman **Johnny Future**. “I generally don’t like comfort zones and try my best to avoid them,” he continues.

Future Radio's debut album, "Freedom", scheduled for release on 13 November 2020, is a **concept album** that deals with the notion of **emancipation** from the **unexceptional and encourages** the passionate pursuit of purpose. The band plans to release accompanying music videos, or rather **episodes**, for each track on the album. Each track essentially becomes an episode and each episode forms part of **Season 1: Freedom**.

"I clearly remember thinking to myself, when conceptualising Future Radio, that it **can't be just another rock band**. Since then the idea has evolved quite dramatically," Johnny explains. Future Radio **redesigns storytelling** through a mixture of word, music and visuals. "Future Radio is not a band, it's a concept, **it's a movement**, it's art. We like to call it **Future Rock**."

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