



**SUSTO TO RELEASE *MY ENTIRE LIFE* JULY 28 VIA NEW WEST RECORDS**

**SHARE “MY ENTIRE LIFE” VIDEO TODAY**

SUSTO will return with *My Entire Life* July 28 via New West Records. The 12-song set was produced by Wolfgang Zimmerman (Band of Horses) and SUSTO’s Justin Osborne and Johnny Delaware. *My Entire Life* follows their critically acclaimed 2021 album *Time in the Sun* which **Holler** said “provides proof that Osborne and his bandmates are an important voice in today’s conflicted world,” while **No Depression** called it a “fluid and engaging listen.” **Ink 19** said “It’s a great example of SUSTO’s ability to create true lyrical and musical masterpieces so fresh you simply cannot turn it off” while the **Bitter Southerner** named it one of “The Best Southern Albums of 2021.”

A season of drastic change is what brought SUSTO frontman Justin Osborne to the band’s new album. There was a divorce, difficulties re-building his band after the pandemic, and the pain and helplessness of witnessing family members struggle with addiction and mental illness. Despite these challenges, Justin ultimately found himself in a new landscape, with new love and a deeper perspective, all of which is masterfully projected into *My Entire Life*. As a whole, the album documents Justin’s personal journey through highs and lows in his life, with many of the details on full display. He narrates the demise and aftermath of an almost decade long relationship, while celebrating the joy of falling in love, and the hopefulness of starting over.

Today, the band shared the video for the album’s title track and lead single, “My Entire Life,” a song with an urgency “*to keep living.*” Director Luke Pilgrim says, “We at Sozo Bear Films ventured into the relatively unknown world of AI art. We took inspiration from the lyrics, SUSTO’s entire catalog, as well as Justin’s previous musical endeavors to create visuals that represent themes from his entire life. We used stable diffusion to create a mind-bending psychedelic experience. Stable Diffusion is a type of deep learning generative neural network with the ability to prompt, render and process AI imagery.”

“SUSTO’s narrative has always been confessional, and songwriting is my way of trying to make sense of the chaos—good and bad—around me,” observes Justin. “This record is my story of navigating a bunch of chaos, but finding ways to carry on and manifest my

own happiness...the last few years were a challenge, but I look back and see that I made it through, a better, truer, and more realized version of myself.”

Much of the album was recorded at The Space in Charleston, SC, but major sessions also took place at Echo Mountain Recording in Asheville, NC, and Chase Park Transduction in Athens, GA. The band also took a recording pilgrimage to the Mexican town of Tepoztlan (the mythical birthplace of mesoamerican deity Quetzalcoatl), where they turned an airbnb into a remote recording studio with the help from members of Mexican Institute of Sound. The result is a compelling blend of rock, folk and psychedelia, with vivid country-esque storytelling. It’s as raw and real as anything the band has done so far.

For as much as *My Entire Life* is the ultimate vision of what SUSTO can be, it’s also a classic story of one person rising from the ashes, wiser, and fierier than ever.

SUSTO’S *My Entire Life* will be available across digital platforms, compact disc, and standard black vinyl. A limited to 200 Blue & Purple Marble Vinyl Edition will be available via Heady Wax Fiends. A limited to 750 Blue & Green Marble Vinyl Edition autographed by SUSTO’s Justin Osborne will be available via Independent Retailers and for pre-order **NOW** via [NEW WEST RECORDS](#).

### ***My Entire Life* Track Listing:**

1. Rock On
  2. Mermaid Vampire
  3. Mt. Caroline
  4. Tina
  5. My Entire Life
  6. Optimum Artist
  7. Cowboys
  8. Hyperbolic Jesus
  9. Double Stripe
  10. Rooster
  11. Tragic Kingdom
  12. Break Free, Rolling Stone
- www.SustoIsReal.com  
www.NewWestRecords.com

For More Information, Please Contact:

Brady Brock | New West Records | [bradybrock@newwestrecords.com](mailto:bradybrock@newwestrecords.com)