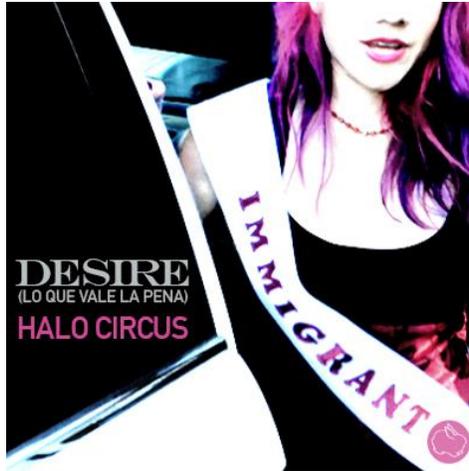


For Immediate Release



**HALO CIRCUS PREMIERE NEW MUSIC VIDEO FOR
"DESIRE (LO QUE VALE LA PENA)" ON YAHOO! MUSIC**

New Album *Bunny* Arrives May 27

**Get A Free Download of "Desire (Lo Que Vale La Pena)"
Through BitTorrent Bundle**

Los Angeles, CA, March 3, 2016 – Los Angeles bilingual alternative rock trailblazers **Halo Circus** teamed up with **Yahoo! Music** today to exclusively premiere the music video for their new bilingual single, "**Desire (Lo Que Vale La Pena)**." You can watch the clip [HERE](#). It's the first single from the band's forthcoming album, ***Bunny***, out **May 27**.

Shot by iconic director **Nick Egan** [Duran Duran, The Clash, INXS, Oasis], the clip offers a guerilla-style vignette of L.A.'s streets. The gritty yet beautiful imagery seamlessly entwines with the song's explosive chorus, energetic swing, and bilingual lyrics, mirroring the city's melting pot. Translated from Spanish, the song title means "what it all comes down to is desire." The word *desire* strongly reflects singer and Season 8 *American Idol* alum **Allison Iraheta**'s Salvadoran background, growing up in South Central Los Angeles, and the culture shock she experienced when her singing took her to other neighborhoods and other parts of the world. The song features a sample of **Oscar Romero**, a Catholic priest from El Salvador who, prior to his assassination, often spoke out against poverty and social injustice.

"The great thing about working with Halo Circus is they like doing things differently from other bands," said video director **Nick Egan**. "It's all about the idea for them and not about how they look. I find too many bands are obsessed with the way they look above how their music sounds. Initially I had a few ideas that focused on the amazing influence Latinos have had on American pop culture, a celebration. But, as I started to film, I realized that it was more interesting to wonder what was going on in Allison's

(more)

head as she walked through the housing projects of East L.A. I felt it should be more personal, and for her to both project and internalize at the same time by singing in her head and occasionally pulling the viewer into her world when it suited her. Moving with her in and out of shadows, raw and real but poetic and vulnerable. It only dawned on me after the first edit, so I literally started from scratch I wanted to make it feel like one take. She is one of the few performers that can and did pull that off."

In addition to the video premiere, fans can get a **free download** of "**Desire (Lo Que Vale La Pena)**" through the special **BitTorrent Bundle** that just went live [HERE](#). Along with the download, **Halo Circus** have offered up something a little unusual. They recorded an alternate version of one of the songs on their upcoming album. "**Guns In Our Hands (BitTorrent Alt Version)**" is a stunning studio recording of the arrangement the band often played at Hotel Cafe in Hollywood, which became a fan favorite. It can be downloaded as a **BitTorrent exclusive** for free in exchange for an email address. "We wanted to record something better than we've ever recorded, and start a personal conversation with our fans" says **Allison Iraheta** about the decision to go directly through **BitTorrent** and ignore the traditional music industry. "Guns In Our Hands" will be available on the upcoming debut album with a completely different take.

[Watch "Desire \(Lo Que Vale La Pena\)" on Yahoo! Music via YouTube](#)

[FREE Download of "Desire \(Lo Que Vale La Pena\)" & "Gun in Our Hands \(BitTorrent Alt Version\) on BitTorrent](#)

Dubbed "**The best live band in the USA**" by **Duran Duran's John Taylor**, **Halo Circus** have caused a scene in L.A. on numerous occasions. They headlined the GRAMMY Awards inaugural L.A. showcase and performed on "Women Who Rock – Festival At Sea" alongside Heart, Emmylou Harris, and other artists. A Hotel Café residency led to a rousing evening appropriately dubbed "Say It Loud! A Night of Cultural Disruption" at the Troubadour. Now, **Bunny** captures their explosive sound on tape.

To assist in getting their new music to the masses, **Halo Circus** is a part of the first-ever crowd-sourced U.S. tour, in partnership with **RoadNation**, as recently featured in [Billboard Magazine](#). Fans can help bring **Halo Circus** to their town this summer by making a simple donation [HERE](#). This will help support the band's road expenses so that they can continue doing what they love: touring and creating new music.

Halo Circus is vocalist **Allison Iraheta**, **Matthew Hager** on bass and keyboards, **Veronica Bellino** on drums, and **Brian Stead** on guitar. **Halo Circus** makes "anthems for introverts," and is gathering new fans along the way.

About BitTorrent Bundle

BitTorrent Bundle is a direct-to-fan publishing platform dedicated to artist empowerment. BitTorrent Bundle reaches an audience of more than 170 million passionate music and film fans around the world. In 2013, BitTorrent was named by Fast Company as one of the World's Most Innovative Companies for its work with artists.

To keep up with **Halo Circus** on social media, visit:

[Facebook](#) | [Instagram](#) | [Soundcloud](#) | [Twitter](#) | [YouTube](#)

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For more information on Halo Circus, please contact:

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