

NEW:

With every heart-wrenching melody wrought with ardent, raw lyrics comes another intense beat of the heart with Whoa Dakota's (Jessica Ott) sophomore release *Patterns*, due out in Spring 2018. First single "Patterns" debuts in tandem with a nostalgic, fun video on September 15, with the album of the same name dropping in 2018. Spanning from an almost tribal feel in "Clarity" to light, whimsical sounds reminiscent of yesteryear ("Animal") all the way to full, robust folk vocals ("Toe to Toe") that teeter between octaves fully showcasing Ott's musical talents, *Patterns* is an eleven track enchanter of an album.

But that's no real surprise, as Whoa Dakota has been carving quite the name for herself since the release of her EP *I'm a Liar* in 2015. Building on her blues-based roots, Ott has expanded her musical interests and influences, resulting in an amalgam of digital pop and R&B. Whoa Dakota has created a sound that truly stands out amongst her Nashville peers. "On a cloud of contagious rhythms, jazzy bass lines, pop-esque keys, and gritty guitar, Whoa Dakota gives a soulful, engaging performance worthy of a standing ovation and a CD purchase," raves *The Deli Magazine*. Admits Ott, "The sad songs are my favorites to write and get out there because pain can be so dark and confusing. The times that people have come up to me after a show and told me that a particular song or line said exactly what they were going through, or really spoke to them on a deep emotional level, are the best." And that's what her sound evokes. This intrinsic desire to connect with her audience - their pain, their celebrations - and cultivate a feeling of community.

For those of you looking for explanations of her sound, it can be difficult to classify. Explains *No Country for New Nashville*, "Her music is a milder version of the Yeah, Yeah, Yeahs mixed with some newer Black Keys ambiance." Her modern blend of 80s pop is reminiscent of HAIM, Employing the help of local Nashville producers Gavin Shea and Chris Gill of HandMade Productions (Luthi, Okey Dokey, Darius Rucker),

Whoa Dakota's previously released "Banshee" was picked up by Nashville's "Lightning 100," she was a semifinalist at Music City Mayhem 2017, *Nashville Scene* named her an "Artist to look out for in 2017," and her most recent video for "Ain't No Good to Myself" is the simplistic, low key modern version of an 80s dance video your eyes have been waiting for.

But just wait until you get your eyes on her new, nostalgic, 90s crush-inspired video for "Patterns". And by that, we mean we aren't sure if she traveled back in time to shoot this video, because there are some very fresh looking neon posters with Leo's face all over them up in her

room. (Who's Leo? Are we really asking that at this point?) Not to mention the typical "doing laundry" 90s plot line, replete with crop top tank tops, chokers, scrunchies, and photos of Leo. It's definitely a fun spin on an otherwise introspective - yet charismatic - track ("If you'd open up then you could get better/Or you could keep it up and repeat your patterns... I'm letting go of answering to ya so I can answer to myself.")

"Patterns" is the lead single off Whoa Dakota's upcoming album of the same name, due out Spring 2018.

MEREDITH DRAFT:

With every heart-wrenching melody wrought with ardent, raw lyrics comes another intense beat of the heart with Whoa Dakota's (Jessica Ott) sophomore release *Patterns*, due out in Spring 2018. First single "Patterns" premieres with its nostalgic, fun video in September, while "Right Now" is expected in October and third track "We Create" should arrive in Spring 2018, shortly followed by the album. Spanning from an almost tribal feel in "Clarity" to light, whimsical sounds reminiscent of yesteryear ("Animal") all the way to full, robust folk vocals ("Toe to Toe") that teeter between octaves fully showcasing Ott's musical talents, *Patterns* is an eleven track enchanter of an album.

But that's no real surprise, as Whoa Dakota has been carving quite the name for herself since the release of her EP *I'm a Liar* in 2015. Building on the blues-based roots of her former band of the same name, Ott has grown her musical interests and influences, resulting in an amalgam of digital pop and R&B. Whoa Dakota has created a sound that truly stands out amongst her Nashville peers. Not only that, but she's created a feeling with her genre-blending, unique sound that will do nothing short of astonishing the masses when push comes to shove. "On a cloud of contagious rhythms, jazzy bass lines, pop-esque keys, and gritty guitar, Whoa Dakota gives a soulful, engaging performance worthy of a standing ovation and a CD purchase," raves *The Deli Magazine*. Admits Ott, "The sad songs are my favorites to write and get out there because pain can be so shitty and confusing. It hasn't happened all that often yet, but the times that people have come up to me after a show and told me that a particular song or line said exactly what they were going through, or really spoke to them on a deep emotional level, are the best times."

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