**BIO:**

With over 7 million followers across his platforms, Scotty Sire is a consummate multi-hyphenate. He is a recording artist and digital creator, and a true Gen Z talent. His second studio album “What’s Going On” was released in September 2019 and landed at #9 on the iTunes Pop Charts. This was followed by a 30-city headline tour in partnership with Live Nation. His fingerprint-distinct blend of alternative pop and hip-hop has a sense of humor while being unexpectedly ironic and reflective. Scotty’s music understands and explores the angst, social anxiety, depression, and other mental health issues that are prevalent among today’s young adult culture.

Scotty initially rose to fame and built a following on Vine before transitioning his content to YouTube, where he has amassed over 390M+ views on his channel alone. His content varies from music videos and live performances to lifestyle and comedy vlogs.

In addition to his own content, Scotty regularly appears in the Vlog Squad, led by internet sensation David Dobrik. His constantly expanding fan base regularly looks to him for funny and light-hearted takes on life, all the whole viewing him as a role model who openly shares and works through his struggles and challenges. He has worked with a number of top brands and has been featured in publications such as Billboard, AdAge, and People Magazine.

In 2020, Scotty signed to Fearless Records and has been hard at work on his label debut MOOD SWINGS set to announce 9/9 alongside release of first single of the same name "MOOD SWINGS." Scotty’s first single is a certified bop that will get feet moving and tackles the topic of self-care and being self-aware, which is something that so many of us can relate to in this day and age. MOOD SWINGS is due out 10/8.