Brand of Sacrifice are set to embark on what will surely be the most exciting era of their career thus far. Since their inception in 2018, the celebrated group have consistently flipped the script on heavy music as a whole. While their roots can be traced back to extreme metal and deathcore, Brand of Sacrifice remain committed to experimentation, pushing boundaries within their art and defying preconceived notions. Combining orchestral arrangements, ethereal atmospheres, pulsating electronics, and juxtaposing aggression with melody, the quintet aims to make their music feel "cinematic" in scope and an "experience" more than anything else.

Following the breakout success of their Billboard charting and Juno-nominated 2021 sophomore album *Lifeblood*, Brand of Sacrifice amassed a dedicated and diverse fanbase that has led to over 50 million streams and co-signs from some of the music industry's most prominent groups. With high-profile tours across North America with seasoned acts ranging from August Burns Red, Spiritbox, and We Came As Romans, Brand of Sacrifice have cemented themselves as one of the most captivating and dynamic presences in live music today. It is no surprise that the quintet's presence has since been felt around the globe, leading to coveted slots on major European music festivals, including Wacken Open Air, Brutal Assault, and Summer Breeze in 2023, as well as a highly-anticipated appearance at the UK's long-standing rock festival, Download in 2024.

With collaboration being integral in the modern musical landscape, Brand of Sacrifice have also found meaningful ways to work with their peers on standout tracks, including their remix of We Came As Romans' fan-favorite single "Darkbloom," as well as within their own discography on "Enemy" featuring legendary Underoath frontman Spencer Chamberlain. The spirit of collaboration will continue within Brand of Sacrifices' future output and remain a vital way to bridge fanbases and further musical exploration.

While fans have been clamoring for Brand of Sacrfice's highly-anticipated third LP, the group offered a taste of what is to come with the musically expansive *Between Death and Dreams* EP, released in April 2023, which signaled a change both lyrically and thematically. Opting to slowly transition away from their original narrative structure rooted in the work of beloved manga artist Kentaro Miura's *Berserk*, frontman Kyle Anderson chose to instead look inward and offer candid and relatable ruminations that reflect the deepest trenches of the human condition.

Expanding on their newfound lyrical and musical direction, Brand of Sacrifice have released the harrowing new single "Purge," a deeply personal track that chronicles the struggles of substance misuse and the limitations it can have on one's potential. The new track contains the core DNA that attracted the band's diehard fanbase in the first place with blast beats, guttural vocals, and intricate guitar lines while also upping the production value, experimentation, and dynamics to the highest degree. "Purge" also marks the start of a new chapter for the band on their new label home, Nuclear Blast Records, after a tremendous run as a largely independent act.

Those who choose to follow along on Brand of Sacrifice’s sonic journey can expect the unexpected and something that is truly “larger than life.”

**Words by Alessandro DeCaro**