

# L.A.B RELEASE LIVE AT MASSEY STUDIOS

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LONDON, UNITED KINGDOM, June 22, 2022 /EINPresswire.com/ -- [L.A.B](#) RELEASE [LIVE AT MASSEY STUDIOS](#)

L.A.B return with two live renditions of 'Proud Man' & '[Mr Reggae](#)' taken from their album L.A.B V. Filmed & recorded live at Massey Studios, Toi Rauwhārangī College of Creative Arts, the live rendition of the tracks showcase L.A.B's electric live sound which has seen them sell out multiple events & tours across Aotearoa & Australia.

Following on from multiple number one singles & albums, alongside a growing list of platinum sales & awards across New Zealand & Australia, this is the band's first ever release featuring a small collection of live tracks.



L.A.B Live At Massey Studios

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Our fans called it and we listened! Today we released live versions of Proud Man + Mr Reggae on all platforms (Spotify, Apple, Bandcamp etc!)

Cant wait to play Proud Man live in Welli this Friday!”

L.A.B

## MORE ABOUT L.A.B

- Both videos have a combination of over 350,000 views on YouTube, over 250,000 on Facebook and 50,000 on Instagram
- Single 'Mr Reggae' has spent over 20 weeks in the NZ Official Top 40 Singles Chart and is certified platinum. Is in the Top 20 most-played songs on NZ Radio, and has been since release.
- Entire catalogue totals over 215 million streams on Spotify, with over 1 million monthly listeners and 179,000

followers.

- Entire catalogue has over 17.5 million plays on Apple and over 825,000 Shazams.
- Over 75 million total views on L.A.B's official YouTube channel
- L.A.B V is certified Gold and has spent 17 weeks in the Top 20 NZ Albums Chart
- L.A.B's April 2022 headline Australian tour sold over 30,000 total tickets, plus marquee festival slots at WOMA Delaide & Byron Bay Bluesfest.
- 83% of overall Spotify streams from sources outside Editorial Playlists
- 87% of Spotify Streams come from Listener's Own Playlists & Library
- 60% of Spotify Audience from outside of the home market of NZ.
- 62% of Apple Audience from outside of the home Market of NZ
- Single 'Why Oh Why' debuted at Number One on NZ Official Top 40 Singles Chart, with different L.A.B songs charting at Numbers One, Two & Four
- 'Why Oh Why' spent five weeks at Number One.
- 'In The Air' spent three weeks at Number One on the NZ Official Top 40 Singles Chart, and the first independent Number One since 2012.

- Catalogue features nine Gold singles, six Platinum singles, one four-times-Platinum single, one six-times Platinum single, one eight-times Platinum single, two Platinum albums & two two-times Platinum albums in NZ. One Gold single in Australia. 'In The Air' certified Gold in Australia.
- Global radio support includes ads on over 40 US College stations & over 20 commercial US stations, plus ads on reggae-based playlists across Europe, with over 600 plays across 50 stations, including the BBC.
- Winner of four 2021 Aotearoa Music Awards including Single Of The Year, Album Of The Year, Best Group & Best Roots Artist, & winner of two 2020 Aotearoa Music Awards including People's Choice. First act since Lorde to win both Single & Album Of The Year, & first independent act since Scribe to win Single Of The Year.



Maori New Zealand Band, L.A.B



L.A.B win four 2021 Aotearoa Music Awards: Single Of The Year; Album Of The Year; Best Group & Best Roots Artist

- Winner of four 2020 Waiata Māori Music Awards and three in 2021.
- Sold out the world's first arena show post lockdown in 2020 - Pollstar <https://news.pollstar.com/2020/07/06/new-zealands-return-to-live-music-builds-momentum-2/> & Stuff.co.nz <https://www.stuff.co.nz/entertainment/music/gig-reviews/300049072/kiwi-group-lab-sellout-first-major-music-gig-post-lockdown>
- Have played 10 sold-out arena/stadium shows in New Zealand since July 2020 to an audience of over 100,000.
- Voted NZ's Best Live Act by Radio New Zealand. <https://www.rnz.co.nz/national/programmes/nat-music/audio/2018696049/poll-results-who-s-new-zealand-s-best-live-act-right-now>

#### NOTES TO PRODUCER/EDITOR

Artist: L.A.B

Title: Live at Massey Studios

Catalogue Number: LPD198

Format: Single

Released via Loop / Distributed by AWAL

Genre: Reggae/Pop

UPC/EAN: 9421018244391

Proud Man (Live at Massey Studios)

ISRC Code: NZLP02200748

Mr Reggae (Live at Massey Studios) ISRC Code: NZLP02200749

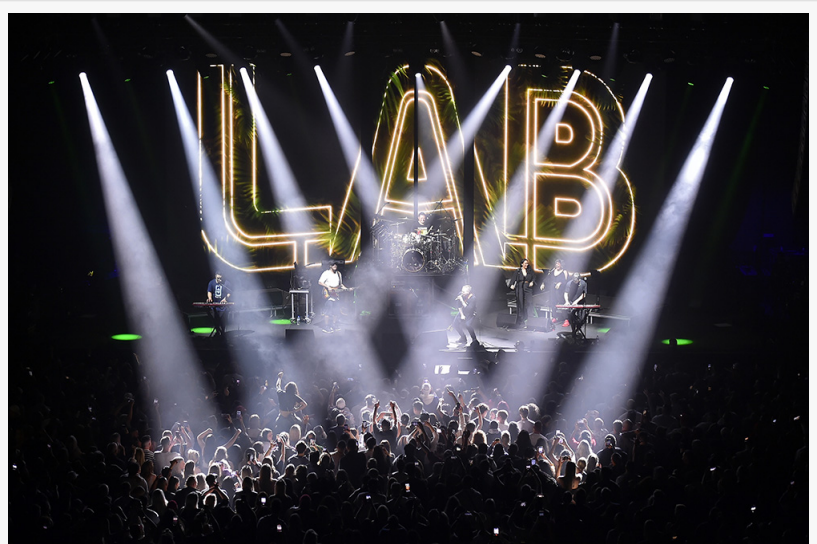
Label: [www.loop.co.nz](http://www.loop.co.nz)

Release Date: 22 June 2022

Public Listen Link: <https://ffm.to/lablive>

Sarah Harris

Dvibes Ltd



L.A.B Live Show



L.A.B V album cover (art: Natalie Mentor)

+ +44 7943 091858

info@dvibes.uk

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