Masha Kova Turns Up the Heat With New Single “Red Light Green Light”

Out Sept. 18, Kova’s flirtatious pop-house single turns desire, anticipation and the thrill of the chase into an invitation to dance.



MIAMI BEACH, FL, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- Artist Masha Kova turns up the heat and steps confidently into a new era with “Red Light Green Light,” a flirtatious, high-energy pop-house single arriving September 18 across all streaming platforms.

Playful, flirtatious, and built for movement, “Red Light Green Light” captures the electricity between two people when attraction takes over, and the chase becomes part of the fun. Using the familiar language of red, yellow, and green lights as a metaphor for desire, anticipation, and pacing, Kova transforms romantic tension into a record that rarely wants to hit the brakes.

The song opens in pursuit, with Kova inviting her love interest to “chase me” through the night before moving into a hypnotic chorus centered around the repeated red light, green light refrain. As the record builds, its traffic-light metaphor becomes increasingly playful: red signals anticipation, green means go, and yellow may slow things down, but never enough to stop the momentum.

For Kova, that confidence is precisely the point.

“Red Light Green Light is about chemistry and enjoying the chase,” says Kova. “There’s this playful back and forth between two people, but she knows what she wants. I wanted the song to feel flirty, confident, and a little daring, but most importantly, I wanted something that makes people want to move. I want the girls getting dressed, going out, and dancing to this record.”

Driven by an infectious pop-house pulse and a chant-ready hook, the single marks a more

sensual and performance-forward chapter for the 20-year-old Miami-based artist. Movement is woven throughout the record, from its repeated “don’t stop” refrain to the racing and traffic imagery that informs the visual world surrounding the release.

That visual language carries into the “Red Light Green Light” era through high-fashion racing references, nightlife, choreography, and a bold red, black, white and metallic palette. But beneath the cars and traffic signals is a decidedly human story: attraction, physical chemistry, and the exhilarating moment when someone makes you want to abandon the rules just a little.

“Red Light Green Light” follows Kova’s 2026 single “Bye Bye Bye,” produced by GRAMMY-winning producer Teddy Riley. The song's official music video premiered on Vevo, took over the Miami streets on Billboards, and now headed to MTV's favorite music channels.

If “Bye Bye Bye” introduced audiences to a Masha willing to walk away, “Red Light Green Light” reveals another side of the emerging artist: playful, feminine, flirtatious, and firmly in control of the chase.

The evolution also reflects Kova’s growing focus on becoming not only a recording artist, but a performer. Choreography, live performance, and movement are central to the campaign, with Kova and her team activating DJs, dance creators, college communities, and digital audiences around a simple objective: get people dancing again.

“I really want this chapter to show people more of who I am as a performer,” Kova adds. “I love music that gives you a feeling immediately. You hear it and want to move, get dressed, go somewhere, have fun. That’s the energy I want Red Light Green Light to bring.”

To celebrate the release, Kova will host an intimate “Red Light Green Light” private yacht experience in Miami Beach on September 18, bringing invited media, creators, tastemakers, and supporters together for an immersive introduction to the new era. The evening will translate the record's visual world into a live experience through music, fashion, signature cocktails, branded installations, and moments designed around the song.

The release also launches a broader fall campaign spanning creator collaborations, DJ servicing, dance-driven short-form content and college-focused activations designed to carry “Red Light Green Light” from the screen to real-world audiences.

For Kova, September 18 isn't simply another release date. It's a signal of where she's going next.

The light is officially green.

“Red Light Green Light” by Masha Kova is available September 18, 2026 on all major streaming platforms.

ABOUT MASHA KOVA

Masha Kova is a Miami-based pop and R&B artist building a new-generation sound and visual identity at the intersection of music, performance, fashion and contemporary pop culture. With a growing emphasis on choreography and live performance, Kova creates music rooted in confidence, femininity, relationships and the experiences shaping her generation.

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