



**GRAMMY® AWARD-NOMINATED PRODUCER BENNY CASSETTE  
PREMIERES NEW SINGLE AND LYRIC VIDEO FOR "SUNRISE SUNSET"**

Debut Full-Length Album  
*Broken Hearts And Dollar Sign Due Later This Year*



Photo credit: Kristyna Archer

**LOS ANGELES, CA (March 31, 2017)** - World-renowned as an influential and in-demand GRAMMY® Award-nominated producer with credits as diverse as Kanye West, The Band Perry, John Legend, Miguel, and The All American Rejects, Benny Cassette continues to simultaneously evolve as an artist in his own right. Today, Cassette announces his debut single "Sunrise Sunset" from his anxiously awaited full-length debut album *Broken Hearts And Dollar Signs*, due out later this year.

Click [HERE](#) to listen to "Sunrise Sunset" and [HERE](#) to view the Andy Warhol- inspired lyric video to the track. Stay tuned for the official video soon.

"Sunrise Sunset" is about trying to get to a place where life is simple and not letting the stress and happenings in the world get in the way of your happiness," says Cassette. "I wanted the song to feel like the neighborhood I lived in as a kid like MacArthur Park (in southern California) and also something my grandma could dance to since she loved Spanish music so much."

Stay tuned for the "Sunrise Sunset" music video premiering in April.

A born storyteller, Cassette quietly assembled the *Broken Hearts And Dollar Signs* album while traveling around the world. During his travels, he penned a series of letters addressed to those closest to him-everyone from old flames (inspiration for "Sunrise Sunset") to his beloved grandmother. Now, each letter inspires its own song on the tracklist. Signed and sealed with his inimitable production, he delivers these songs with impassioned vocals and raw lyricism. He'll unravel this narrative over the course of the next six months, debuting one music video per month until the record's release.

**ABOUT BENNY CASSETTE:**

Benny Cassette has established himself as one of the music industry's most sought-after visionaries behind-the-board. His influence can be felt throughout Kanye West's groundbreaking *Yeezus*-for which the creator personally tapped Cassette's talents after hearing him. Signed to West's G.O.O.D. Music as a producer, he went on to produce for other A-list superstars such as The Band Perry, Miguel, and many more. Born and raised in Los Angeles's MacArthur Park Latino mecca, the multi-talented Spanish-Italian personally took the spotlight with the single "Empires," which *Rolling Stone* extolled as "emotive like Sting." Meanwhile, *Mass Appeal* described his 2016 track "Be Wild" as "like you're watching a tribal ritual in the woods, but the twinkling piano notes and Benny's voice reassure you that the ritual is for blessings for the coming year."

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