

# LIVE TODAY LOVE TOMORROW TOUR MMXXIV

**LIVE TODAY LOVE TOMORROW TOUR MMXXIV** presents a phalanx of British music artists who first came to prominence in North America during the original MTV music television era when **The Alarm**, **Gene Loves Jezebel** and **Belouis Some** all broke onto the scene with music that collectively blurred the lines between new wave, alternative rock and pop music as we know it.

The Alarm first arrived onto the US music scene in 1983 via an appearance on the original MTV Cutting Edge TV Show and a debut tour of America as the opening act for U2 on the War Tour. Subsequently described by Bono as “The second greatest rock and roll band in the world”, The Alarm has maintained a constant North American presence ever since via classic singles such as The Stand, Strength and Rain In The Summertime. More recently, their last four albums - Equals (2018), Sigma (2019), Omega (2022) and Forwards (2023), have all featured in the top thirty of the Billboard Hot 100 Independent album chart.

British goth rockers Gene Loves Jezebel also featured in heavy rotation across the MTV Network establishing their songs Desire, The Motion of Love and Jealous as massive Billboard Hit singles. With their ever present and enigmatic front man at the helm, Jay Aston’s Gene Loves Jezebel recently performed at the inaugural Cruel World Festival in California 2022 appearing alongside the likes of Morrissey, Bauhaus and Blondie. The band have also recently signed to Cleopatra in the USA and have a brand new album Love Death Sorrow that will be available at all good record stores and online outlets during the Live Today Love Tomorrow MMXXIV tour.

Belouis Some created the classic international hit singles ‘Imagination’ and ‘Some People’ in 1985, and while touring with Frankie Goes To Hollywood caused controversy at MTV with a nude video created by the legendary Storm Thorgerson. In 1986, Belouis Some contributed the song ‘Round, Round’ to the classic John Hughes ‘era defining film soundtrack ‘Pretty In Pink’ which was listed in Rolling Stone magazine’s list of “The 25 Greatest Soundtracks of All Time” and (like The Alarm), also appeared as special guest to Freddie Mercury and Queen in the UK .

Live Today Love Tomorrow Tour MMXXIV will give North American fans a chance to ‘step back into the future’ and hear a sound track of music from three classic British artists who all played a part in shaping the musical landscape that dominates the airwaves of today.

**LIVE TODAY LOVE TOMORROW MMXXIV  
NORTH AMERICAN TOUR DATES**

May 01 2024	<b>New Orleans, LA</b>	House of Blues
May 02 2024	<b>Austin, TX</b>	Emo's
May 03 2024	<b>Houston, TX</b>	House of Blues
May 04 2024	<b>Ft. Worth, TX</b>	Tannahill's
May 07 2024	<b>Kansas City, MO</b>	Knuckleheads
May 08 2024	<b>Minneapolis, MN</b>	TBA
May 09 2024	<b>Chicago, IL</b>	Des Plaines Theatre
May 10 2024	<b>Detroit, MI</b>	Magic Bag
May 11 2024	<b>Los Angeles, CA</b>	Cruel World *
May 12 2024	<b>Pittsburgh, PA</b>	Jergels
May 13 2024	<b>Toronto, ON</b>	El Mocambo
May 14 2024	<b>Buffalo, NY</b>	Asbury Hall
May 15 2024	<b>Cleveland, OH</b>	Temple Live @ Masonic
May 16 2024	<b>Asbury Park, NJ</b>	Asbury Lanes
May 17 2024	<b>Philadelphia, PA</b>	Colonial Theater (Phoenixville)
May 18 2024	<b>Falls Church, VA</b>	State Theater (Wash DC)
May 19 2024	<b>Richmond, VA</b>	The National
May 22 2024	<b>Huntington, NY</b>	Paramount
May 23 2024	<b>Pawling, NY</b>	Daryl's House **
May 24 2024	<b>NYC, NY</b>	Irving Plaza
May 25 2024	<b>Salisbury, MA</b>	Blue Ocean Music Hall
May 26 2024	<b>New Haven, CT</b>	Toad's Place
May 28 2024	<b>TBA</b>	TBA
May 29 2024	<b>Boston, MA</b>	Brighton Music Hall

\* The Alarm only

\* The Alarm / Jay Aston's Gene Loves Jezebel only

MORE DATES TO BE ADDED.