

STING RELEASES NEW MUSIC VIDEO FOR “IF IT’S LOVE”

Single Included on Forthcoming Album, *The Bridge*
Available [Here](#) for Pre-Order



Photo Credit: Eric Ryan Anderson

Album Cover Image Download: <https://umusic.app.box.com/s/oonsejwkg1n39rec2cs5wr63jd6nu50i>

PR Images (photo credit: Eric Ryan Anderson): <https://umusic.box.com/s/0wgi7j305esqdzecwms38kkynrqrehrq>

OCTOBER 8, 2021 – Today, Sting releases the [music video](#) for “If It’s Love,” a track off his forthcoming album, *The Bridge*, set for release on November 19 via A&M/Interscope/Cherrytree Records.

The upbeat, breezy and infectious pop tune exhibits Sting’s undeniable gift for melody and is available now on all digital platforms. Directed by Lukas McFarlane and filmed at Sadler’s Wells Theatre in London and Theatres De La Ville in Luxembourg, the associated music video features the dance company of Message In A Bottle, the critically acclaimed dance-theatre spectacular from triple-Olivier Award nominee, Kate Prince. Set to the iconic hits of 17-time Grammy Award-winning artist **Sting**, the soundtrack includes Every Breath You Take, Roxanne, Walking On The Moon, Fields Of Gold and many more.

With a mix of exhilarating dance styles, high-energy footwork and breath-taking athleticism, Message In A Bottle tells the story of family who set out on a perilous journey in search of a new life – and is an uplifting tale of humanity and hope. The show plays at the Peacock Theatre in London until 17th October and then at Maag Halle in Zurich from 27th October to 14th November, with further international dates in 2022.

Sting’s new weekly web TV series, “On The Bridge, recently premiered and features an intimate glimpse into the musician’s everyday life as he prepares to launch his new album. In a special nod to his loyal fans, Sting will unleash a new episode (each between 2 - 3 minutes) exclusively on Sting.com every Tuesday at 9am/ET. Each episode will remain exclusive to fan club members for 24 hours and then made available for wider viewing on Wednesday’s at 9am/ET. For access to ticket pre-sales, exclusive content, and member-only giveaways & contests, join the official Sting.com fan club [here](#).

Sting also recently returned to the live arena with performances in Sicily and at the historic Odeon of Herodes Atticus in Athens. Later this month, he will launch My Songs: The Las Vegas Residency beginning October 29 at the The Colosseum at Caesars Palace featuring a setlist of his biggest and most celebrated songs with dynamic, visual references to some of his most iconic videos and inspirations.

Sting is managed by the Cherrytree Music Company.

For further information, please visit:

www.sting.com

www.cherrytreemusiccompany.com

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