Photo credit: Beau Sorenson (click image for hi-res + alternates)

**SUGAR**

**SHARE NEW SINGLE 'LONG LIVE LOVE',**

**OUT NOW ON BMG**

**WATCH THE VIDEO HERE:**

<https://youtu.be/jSet8ltTGUo>

**ANNOUNCE 2026 LOVE YOU EVEN STILL WORLD TOUR DATES**

**MAY NEW YORK AND LONDON RESIDENCIES FULLY SOLD-OUT**

**'HOUSE OF DEAD MEMORIES'/'LONG LIVE LOVE' 7" OUT MAY 1st ON BMG**

***COPPER BLUE - THE SINGLES COLLECTION* OUT NOW ON BMG**

**–**

*“'House Of Dead Memories' is lean and mean and efficient, and it keeps layering on catchy new elements, like the shaker that comes in on the chorus, and there’s something beautifully bittersweet about this band, reunited after 30 years, coming back with a new song about trying and failing to move on from old memories. If we’re stuck, at least this is a good place to be stuck."* **- Stereogum***"'House of Dead Memories' is a typically potent slice of pop melody underpinned by bruising guitar, and picks up right where File Under: Easy Listening left off in 1994.”* **- Classic Rock**

*"‘House of Dead Memories’ is an apt start – rejecting nostalgia, refusing to be cowed by the past, it’s a visceral dose of melody-flecked indie rock crafted by three musicians who virtually founded the form.”* **- Clash**

**–**

**SUGAR** - the iconic alternative rock trio led by **Bob Mould** alongside bassist **David Barbe** and drummer **Malcolm Travis** - announce today a second brand new single, following the bombshell news of the band’s return last year, as well as news of the **Love You Even Still 2026 World Tour** following the quickfire sell-out of the band's forthcoming New York and London residencies.

'**Long Live Love**' follows October's widely acclaimed '**House of Dead Memories**' single and comes densely layered with grinding guitar riffs, resplendent synth textures and Mould's impassioned vocals. First penned by Mould in the mid 2000s, it could almost be a lost gem from an alternative future where the trio carried on recording beyond their 1994 swansong ***File Under: Easy Listening***: its lush electronic edge bringing to mind Mould's DJ workwhile sharing similar DNA with the production nous of **Garbage**'s **Butch Vig**, a key influence on Mould at the time.

Of the single, Mould offers: *“I wrote ‘Long Live Love’ in 2007 while living in Washington DC. It was the George W. Bush era, I was deep in my DJ world with Blowoff, yet still writing pop songs on guitars. Garbage 2.0 is one of my desert island albums, so it's not surprising that ‘Long Live Love’ reminds me of a long lost Garbage song!”*

The single comes accompanied by a punchy new visual, created and directed by **Lee Gregory** of [**ILoveMotion**](https://www.ilovemotion.co.uk/). 'Long Live Love' will be released alongside 'House of Dead Memories' on **7" black vinyl** on **May 1st** via **BMG**; pre-orders are available now.

**Watch the video for 'Long Live Love' here:** <https://youtu.be/jSet8ltTGUo>

**Pre-order the 'House of Dead Memories'/'Long Live Love' 7" here:** <https://sugar.lnk.to/longlivelovePR>

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**'House of Dead Memories'/'Long Live Love' single art (click image for hi-res)**

Following the runaway reaction to the news of 'House of Dead Memories' and SUGAR's May New York and London dates - all of which sold out in quick time - the band now announce the **Love You Even Still 2026 World Tour**. The European leg, which follows directly after sold-out London shows at the O2 Forum Kentish Town on May 23rd and 24th, includes seven further UK dates as well as visits to Ireland, Norway, Sweden, Denmark, Germany, France, Belgium, The Netherlands, Switzerland and ending with Spain’s Azkena Festival. The North American dates, taking place across August, September and October see the band heading across the continent including multiple nights at First Avenue in Minneapolis MN and Union Transfer in Philadelphia PA, while also hitting Los Angeles, San Francisco, Washington D.C, Boston and a return to New York.

All shows go on pre-sale on **Tuesday Jan 27th** at **10am local time** with general sale beginning **Friday Jan 30th** at **10am local time.** In the US, $2 per ticket will be donated to [**The Trevor Project**](https://www.thetrevorproject.org/), while in the UK/EU SUGAR have partnered with [**PLUS1**](https://www.plus1.org/), with £2/€2 per ticket going to help organisations working to support and empower the health and wellbeing of LGBTQ+ communities.In October 2025, speaking to ***Rolling Stone***'s **David Browne** around SUGAR's reunion, Mould earnestly noted how with the reunion he wanted [*"to see if people are still interested."*](https://www.rollingstone.com/music/music-features/bob-mould-sugar-reunion-concerts-1235441528/)His query has since been emphatically answered. Speaking of the reaction to the band's return and their live plans for 2026, he offers:

*“SUGAR was dormant for decades and sounds and styles are always changing. Nothing is certain and we had no idea there would be such a positive reaction to the first song. We were heartened to see the excitement for the NYC and London shows. It’s been wonderful to hear people talking so fondly about how much the band meant to them - the strength of the songs, the energy of the shows (and the decibel levels of them!). It was a super special time for all of us. Now that we’re back in business, we’re laser-focused on getting in shape for an exciting year of loud rock shows around the world!”* **Revisit 'House of Dead Memories' here:** <https://sugar.lnk.to/houseofdeadmemoriesWE>**Watch the official video here:** <https://youtu.be/-S72djtUIFk>

Back in November, SUGAR’s essential 1992 debut album, ***Copper Blue***, was commemorated with ***Copper Blue – The Singles Collection***, a limited edition 4LP box set released by **BMG** on **Record Store Day Black Friday, November 28th**. The new box set collected such anthemic favorites as '**Changes**', '**A Good Idea**', and '**If I Can’t Change Your Mind**', all originally released on 12" vinyl in the UK via **Creation Records** backed with beloved B-sides like '**Needle Hits E**' and '**Clownmaster**', as well as live recordings from SUGAR’s 1992 performance at Chicago’s **Cabaret Metro***,* returning to vinyl with original artwork and tracklistings lovingly restored. In addition, '**Helpless**' – previously released only on CD – is presented here on 12" vinyl for the first time alongside updated B-sides, finally joining its companions in its full glory. The set was lauded at press with ***Clash*** calling it *"utterly superb,"* ***Classic Pop*** noting how *"it'll have [fans] scrambling for reunion tickets,"* and ***Uncut*** praising the box as being full of *"universal songs with emotional stakes, from an artist embracing the mainstream with style and bite."*

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**Tour dates:**

May 2nd | New York, NY - Webster Hall **[sold out]**

May 3rd | New York, NY - Webster Hall **[sold out]**

May 4th | New York, NY - Webster Hall **[sold out]**

May 23rd | London, UK - O2 Forum Kentish Town **[sold out]**

May 24th | London, UK - O2 Forum Kentish Town **[sold out]**

May 26th | Belfast, UK - Ulster Hall

May 27th | Dublin, IE - National Stadium

May 29th | Manchester, UK - New Century Hall

May 30th | Bristol, UK - Electric Bristol

May 31st | Nottingham, UK - Rock City

Jun 2nd | Glasgow, UK - Barrowland

Jun 3rd | Leeds, UK - Irish Centre

Jun 4th | London, UK - Clapham Grand

Jun 7th | Oslo, NO - Rockerfeller

Jun 9th | Stockholm, SE - Debaser Strand

Jun 10th | Copenhagen, DK - Vega

Jun 11th | Berlin, DE - Huxleys

Jun 13th | Paris, FR - Elysee Montmartre

Jun 14th | Antwerp, BE - De Roma

Jun 15th | Utrecht, NL - TivoliVredenburg

Jun 17th | Lausanne, CH - Les Dock

Jun 19th | Álava, ES - Azkena Rock Festival

Aug 11th | Denver, CO - Mission Ballroom

Aug 15th | Seattle, WA - Paramount

Sep 10th | Minneapolis, MN - First Avenue

Sep 11th | Minneapolis, MN - First Avenue

Sep 26th | San Francisco, CA - The Warfield

Sep 30th | Los Angeles, CA - Palladium

Oct 8th | Detroit, MI - Masonic Cathedral Theatre

Oct 9th | Cleveland, OH - Agora Theatre

Oct 10th | Pittsburgh, PA - Stage AE

Oct 12th | Philadelphia, PA - Union Transfer

Oct 13th | Philadelphia, PA - Union Transfer

Oct 14th | Washington, DC - The Anthem

Oct 16th | Brooklyn, NY - Brooklyn Steel

Oct 17th | Boston, MA - Roadrunner

Oct 18th | Hudson, NY - Basilica Hudson

Oct 20th | Cincinnati, OH - MCL Pavilion (Indoors)

Oct 21st | Nashville, TN - Brooklyn Bowl

Oct 23rd | Atlanta, GA - The Eastern

Oct 24th | Athens, GA - Georgia Theatre

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**About SUGAR:**

Having already placed his indelible mark on modern music with **Hüsker Dü** and solo album ***Workbook***, **Bob Mould** enlisted bassist **David Barbe** and drummer **Malcolm Travis** leading to the formation of **SUGAR**, who made their live debut in early 1992 at Athens, GA’s famed **40 Watt Club**. Named by ***NME*** as its 1992 **Album of the Year**, SUGAR’s now-classic debut album, ***Copper Blue***, immediately proved a sensation, earning worldwide acclaim and landmark status for the melodic strength and intensely cathartic popcraft of songs like '**A Good Idea**', '**Helpless**', and the alternative rock radio hit and ***MTV* favourite**, '**If I Can’t Change Your Mind**'. The trio quickly found themselves performing on increasingly larger stages, including a legendary show-stealing set at London’s **Great X-pectations Festival** in Finsbury Park.

With the wind at their back, SUGAR unleashed ***Beaster*** in 1993, making a momentous debut at#3 on the UK’s **Official Albums Chart** as well as at #4 on **Billboard**’s **Heatseekers** chart in the US. Though recorded during the same sessions that yielded *Copper Blue*, the six-song mini-album evinced a more visceral energy and dark melancholy than its predecessor, highlighted by such pulverising expressions of sacrilegious fury as '**Judas Cradle**' and '**JC Auto'**. 1994’s second full-length LP, ***File Under: Easy Listening*** once again made an explosive arrival among the **top 10** on the **UK Official Albums Chart**, this time landing in the upper reaches of the overall **Billboard 200**. The album saw SUGAR pushing boundaries yet again on songs like the Americana-tinged '**Believe What You’re Saying**' and the incendiary '**Gee Angel**', tackling a wider range of musical approaches without sacrificing their signature intensity and unrestrained power. Despite their successes, SUGAR called it a day following a Japanese tour in early 1995. A series of live recordings, reissues, and anthologies served to magnify the band’s legacy over the three decades since, confirming SUGAR as incontrovertible masters of high-volume guitar-fuelled rock for the ages. The original members of SUGAR reconvened in June 2025 to record '**House Of Dead Memories**' & “Long Live Love, the first new SUGAR songs in over three decades.

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**CONNECT WITH SUGAR:**[**OFFICIAL**](http://sugarcopperblue.com/) **|** [**BLUESKY**](https://bsky.app/profile/sugarcopperblue.bsky.social) **|** [**FACEBOOK**](https://www.facebook.com/sugarcopperblue) **|** [**INSTAGRAM**](https://www.instagram.com/sugarcopperblue/) **|** [**THREADS**](https://www.threads.com/@sugarcopperblue)

**CONNECT WITH BOB MOULD:**

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