

## HOW AN AUTISM DIAGNOSIS LED TO A KICK-ASS DEBUT SINGLE

***Inspired by a late autism diagnosis, Rainie Zenith's debut single Reasons To Hate Me is a musical eye-roll at the pettiness of judging others based on trivial details.***

The track doesn't deal solely with autistic traits, but touches on a range of characteristics that are overly prone to judgement, such as age-gap relationships and choosing not to have children.

"People will sometimes hold the pettiest of things against someone," Rainie said. "It's like, yep, I do all these little oddball things – are they really worth hating me over?"

Produced by Hugh Middleton (Hope D, Jaguar Jonze), the song was Rainie's instinctual response to joining the burgeoning number of women whose autism has gone undetected until later in life.

"It's not just about me though. That would be a surface-level understanding," Rainie said. "It's a song for anyone who's ever copped a sideways glance simply for being themselves."

The music video, produced in collaboration with Simple Souls Media, is an artistic achievement in itself, featuring live rats, coloured condoms, and Rainie pounding a hammer repeatedly through a television.

"What Rainie's doing is truly authentic," Simple Souls Media Creative Director Micky DeMarco said. "Reasons To Hate Me? For us, she's giving us more reasons to love her!"

Rainie will play a live single launch show at The Workers Club, Fitzroy on Sunday, August 7.

"She has her vision, she has the execution, I can't wait to see what else she brings to the world," Micky said.

**Key dates:**

- Tuesday, July 12: Reasons To Hate Me drops on Spotify
- Wednesday, July 13: The music video hits YouTube at 4pm
- Sunday, August 7: Live single launch show @The Workers Club - [details here](#)

**Brief bio:** Rainie Zenith's colourful take on indie pop-rock thumbs its nose at gratuitous social norms and invites you to celebrate your authentic self. Sitting shamelessly bright outside the box of blind conformity, you won't find any apathy or melancholy here. It's all about bold defiance, lust for life, and raging odd-girl pride.

**Press kit:** A full press kit, including long bio, high res photos and links to socials can be found at: <https://rainiezenith.com/press-kit>

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