

FOR IMMEDIATE RELEASE

LEE COLE CONFRONTS SELF-BETRAYAL ON RAW NEW SINGLE “FOOL”

The South African singer-songwriter enters a more mature and polished chapter ahead of his forthcoming EP, *Letters to Myself*

JOHANNESBURG, South Africa — South African singer-songwriter and producer Lee Cole confronts the painful distance between what the heart wants to believe and what the truth has already revealed on his emotionally charged new single, “**Fool**”, releasing 31 July 2026, alongside its official music video.

A polished modern pop ballad built around stirring strings, guitars and Cole’s commanding vocal delivery, “Fool” explores the quiet self-betrayal that happens when someone continues holding onto a relationship they know is no longer real.

“In the context of the song, a fool is someone who lies to themselves about another person’s true connection to them,” Cole explains. “It’s about avoiding heartbreak by never pulling the plug.”

Although Cole stepped into a character to tell the song’s story, its emotional conflict is deeply recognisable. “Fool” captures the moment when love begins to diminish a person’s sense of self, and the difficult realisation that walking away may sometimes be the most honest and loving decision.

“Sometimes loving someone else can eat away at the love you have for yourself,” he says. “It’s important to know that sometimes you can walk away.”

Written entirely by Cole, “Fool” took two years to complete. Howie Combrink and Marco Gomes of Prime Circle contributed to the production and arrangement, helping Cole shape the song into what he describes as the most polished release of his career so far.

Gomes brought new ideas to the song’s structure, production and length, while Combrink helped bring the final recording together through the mix and the addition of guitars and strings. It was the arrival of those strings that marked a defining moment in the creative process. “When we added the strings, we knew there was something special,” Cole says.

While “Fool” returns Cole to his roots in modern pop balladry, it reflects an artist with greater creative control, sharper lyrical awareness and a more mature sound. “It’s raw and honest, but it’s also more polished and mature than my previous releases,” he says. “I feel like I’m finally settling into the artist I’m supposed to be.”

That growth follows a significant period in Cole’s career. Over the past year, he has performed ahead of global superstar Robbie Williams, toured Portugal with South African rock band Prime Circle, appeared at Rocking the Daisies and completed a December tour.

“Fool” now opens the door to his next body of work, *Letters to Myself*, an upcoming EP scheduled for release on 9 September 2026. Each song on the project will represent a different personal message, allowing Cole to explore contrasting sounds and emotions across a blend of pop, rock, soul, dance and ballad influences.

“‘Fool’ is a precursor to the EP and the other songs I’ve been working on,” he explains. “They’re all very different. The title *Letters to Myself* is precisely that — each song is essentially a different message.”

Cole says his approach to creating music has become less driven by predictions of commercial success and more focused on being present throughout the process. “You always feel a little pressure when releasing music. It’s the nature of the game,” he says. “But over the past year, my focus has been strictly on whether I’m enjoying the small moments of making music rather than focusing on whether it will be successful.”

As both songwriter and producer, Cole is now more involved in every stage of his music than ever before. While his long-standing influences — including Queen, AC/DC and Michael Jackson — remain present in the background, he is also drawing inspiration from contemporary pop and artists such as Olivia Dean.

“I’m in an exploring space right now, figuring out what music means to me at this stage in my life and hoping people connect with it,” he says. Rather than prescribing one particular response to “Fool”, Cole’s hope is simple. “I hope people feel anything,” he says. “As long as they feel something, I don’t mind what it is.”

“Fool” represents more than another addition to Lee Cole’s catalogue. It is a turning point — an honest, carefully crafted introduction to the artist he is becoming and the music still to come.

“Fool” is available on all major digital streaming platforms from 31 July 2026. The official music video will be available to watch on YouTube.

Follow Lee Cole: <https://linktr.ee/leecolemusic>

ABOUT LEE COLE

South African singer-songwriter and producer Lee Cole blends pop, R&B and soul with powerful vocals and emotionally honest songwriting. His catalogue — "Blind," "Headrush," "Pink Dragons," "Ice=cream," "Mine" and "Palace of Dreams" — has made him one of the country's most compelling musical talents, backed by strong national radio support and electric live shows.

"Blind" hit number one on multiple SA radio charts in 2024, and "Headrush" reached over 20 million listeners. In 2025, "Ice=cream" cracked the SA Top 20, followed by "Mine" — playlisted on 5FM, 947, KFM, Good Hope FM, Algoa FM and OFM, peaking at #1 on the 5FM Indie Chart with 28.49 million+ cumulative listeners — and "Palace of Dreams," which topped 80.29 million listeners across Jacaranda FM, KFM, Good Hope FM, Algoa FM, 5FM and 947.

Cole was named Best Male Singer in South Africa (English) at the 2025 Afri-Indie Awards. He's performed at major events including KFM's KDAY, the SAFTAs, Rocking the Daisies and Jacaranda FM's Christmas Carols, opened for Robbie Williams in Cape Town and Pretoria, and toured Portugal supporting Prime Circle — bringing what he calls a "dynamic and honest" live experience to every stage.

Now deeply hands-on in writing and production, Cole's sound has grown into a fluid mix of pop, rock, soul, dance and ballad — rooted in Queen, AC/DC and Michael Jackson, with a nod to contemporary artists like Olivia Dean.

ENDS

MEDIA ENQUIRIES, INTERVIEW REQUESTS AND HIGH-RESOLUTION ASSETS

Cher Murphy
Keela Communications
Tel: 071 322 4367
Email: cher@keela.co.za

RELEASE INFORMATION

ISRC:

Artist: Lee Cole
Single: "Fool"
Release date: 31 July 2026.
Written by: Lee Cole
Production and arrangement: Lee Cole, Howie Combrink and Marco Gomes
Upcoming EP: *Letters to Myself*
EP release date: 9 September 2026