

FOR IMMEDIATE RELEASE

Belarusian-born artist Sergéy reclaims debut album RAY on vinyl—on his 39th birthday and National Coming Out Day

Ten years after the record was marketed through a straight pop persona, the Los Angeles singer-songwriter returns to it openly as himself through Nostalgai Recordz.

“RAY always had my voice, but the public was not allowed to meet the whole person behind it. Releasing it on my birthday and National Coming Out Day is about taking authorship of the record—and letting it live as something I choose.”

LOS ANGELES — August 18, 2026 — Sergéy will release RAY: 10th Anniversary Edition on October 11, 2026, bringing his debut album to vinyl for the first time. The date is also his 39th birthday and National Coming Out Day, turning the anniversary into a public act of reclamation rather than a conventional reissue.

At 15, Sergéy was forced from his family home after coming out as gay. A decade later, when RAY first arrived, the music industry around him required a straight public persona. The songs were his; the story presented around them was not. The anniversary campaign shifts the focus from what happened to him to what he has built from it: a record restored on his own terms, an independent label, and a creative life rebuilt in exile.

The vinyl edition is limited to 350 copies worldwide across three color variants: Ocean Grey Original Edition (200 copies, \$49.99), Dreamwash Blue Deluxe Edition (100 copies, \$59.99), and Candy Melt Pink Collector's Edition (50 copies, \$69.99). Preorders are open now. Shipping and the official release begin October 11; prices increase after release, and the complete tracklist remains under wraps until that date.

The physical edition also contains an unreleased recording from RAY's early creative period. It is being reserved for the vinyl edition and is not the campaign's forthcoming radio single. A private advance preview of Sergéy's new English-language demo, "I Believe in Me," is available by arrangement to named music and radio editors.

RAY is being released by Nostalgai Recordz, the Los Angeles independent vinyl label Sergéy founded for musicians in exile. The label centers artists displaced or silenced by war, authoritarianism, queerness, religion, or cultural identity—and treats archives not as nostalgia alone, but as material for a future the artist controls.

Release details

Title	RAY: 10th Anniversary Edition
Artist	Sergéy
Release date	October 11, 2026
Format	Limited-edition vinyl; 350 copies across three variants
Preorder / artist page	Open artist page and preorder

Media resources

Artist page, press kit, articles, photos, music and preorder: [Open press hub](#)

High-resolution press folder: [Open Google Drive folder](#)

Human Rights First profile: [Read the profile](#)

79K-view video interview: [Watch on YouTube](#)

About Sergéy

Sergéy is a Belarusian-born, Los Angeles-based singer-songwriter, DJ, actor, and founder of Nostalgai Recordz. His work connects pop music, queer identity, migration, and cultural memory. After leaving Belarus and later fleeing the war in Ukraine, he received asylum in the United States in 2024 and continues to rebuild his creative practice in California. Across his career, he has performed 52 concerts in 25 cities across Belarus, Russia, Ukraine, Türkiye, Mexico, and the United States; his songs have appeared on radio and television in five countries. His catalog includes 14 radio singles and five music videos, and he took part in a Eurovision selection. Human Rights First profiled his journey in June 2026, while a recent video interview about his life and music has reached more than 79,000 views.

About Nostalgai Recordz

Nostalgai Recordz is an independent vinyl label founded in Los Angeles for musicians in exile. It releases limited physical editions by artists rebuilding their careers after displacement, censorship, war, or identity-based persecution.

Media contact

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