

OVERCOME

THE GREAT CAMPAIGN OF SABOTAGE

Overview:

The partnership between Overcome and Facedown Records goes all the way back to the birth of the label in 1997, and now Overcome is back to release their new album "The Great Campaign Of Sabotage" as Facedown Records #100. The Phoenix hardcore legends lead by Jason Stinson have returned with new music and new members, but their message remains the same. Before there was a metalcore genre, Overcome were one of the pioneering bands to blend metal and hardcore in what would eventually become an influence of hundreds or more bands that would carry the torch, and build upon what Overcome was responsible for establishing.

Overcome formed in 1994 and were signed to Tooth And Nail Records for the release of their first 2 full length albums "Blessed Are The Persecuted" in 1995, and "When Beauty Dies" in 1997. After the release of their sophomore album, they were freed from their contract and were the first official signing to Facedown Records. In May of 1998 they released "The Life Of Death," a 5 song EP on Facedown, and then their third full length "Immortal Until Their Work Is Done" in 2000, both of which were landmark releases for the newly formed Facedown Records. In the summer of 2000 Overcome went on what would become their final tour and they brought out a young Canadian band called Figure Four that would eventually grow to be another foundational band for Facedown Records. Members of Figure Four would go on to form the hardcore powerhouse Comeback Kid.

Facedown founder Jason Dunn had this to say about Overcome and the significance of their return album being Facedown #100: "I first saw Overcome in 1994 when they only had a demo tape out. Before I played drums for No Innocent Victim, I would travel with them and sell merch for them. NIV went out to play a couple of shows in Arizona and Overcome was the band that was also on the show. We instantly connected and have remained friends to this day. I always say that I don't think Facedown Records would be around today without Overcome. They were the cornerstone of the label in its early years and teaming up with them instantly put our name out there for hardcore fans worldwide, both Christian and non. It's an honor to be able to still work alongside these guys and to be able to release the new album as Facedown #100. I could not have dreamed of a more appropriate release for this landmark in the label's history."

Selling Points:

- Highly anticipated return album from one of Christian Hardcore's pioneer bands.
- The first band ever signed to Facedown Records in 1997
- "The Great Campaign Of Sabotage" is Facedown Records #100
- Appeared at Cornerstone Festival - Bushnell, IL
- Cover artwork by Dave Quiggle
- Featured on the free Facedown Winter sampler

Advertising / Marketing / Press

- Aggressive print ad campaign to include Alt Press, Outburn, Hails + Horns, HM and more...
- Thorough pre-release promotion through online graphics / banners, print and viral networking.
- Online features being scheduled with key hardcore and metal websites
- Strong promotion from the band and label on Myspace, Facebook and Twitter with give-a-ways, contests and non-stop news blasts.
- Contests with key online partners scheduled around release date.
- Mass email + text blasts to Facedown Records email and text message subscription lists.

Hometown: Phoenix, AZ / Key Markets: National



TRACKLISTING:

1. Intro
2. Reverence Part II
3. Body Of Death
4. Profession
5. Alone In A Crowd
6. The Breath Of He Who Kills
7. Seeker Sensitive
8. Amnesty
9. Clemency
10. Lifting The Weak
11. Campaign Of Sabotage
12. Outro

**FACEDOWN
RECORDS**

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Street Date: February 1, 2011
Artist: OVERCOME
Title: The Great Campaign Of Sabotage
Genre: Metal
Cat #: FCD100-2
UPC: 803847110020
Price Code: CD12
Configuration: CD
Box Lot: 30

distributed by:

