

TAKE IT BACK!



Atrocities

OVERVIEW

Fort Smith, AR's Take It Back! sophomore album "Atrocities" is a natural progression from their debut album "Can't Fight Robots" (2008, Facedown). As seen on their "Rumors Of Revolt" limited edition EP that was released and sold out in Aug. 09, The band seamlessly blends hardcore and punk rock music and ideals with catchy choruses and anthemic sing-a-longs. Take It Back! have toured the US several times and appeared at numerous festivals nationwide and were hailed as one of Alternative Press's "100 Bands To Know" in 2009.

Take It Back! will be on the road all fall and winter in support of "Atrocities".

TRACKLISTING:

1. The Beginning. Nothing.
2. New Empire
3. Lost Generation
4. Hollow Eyes
5. A Reason To Scream
6. What We're Fighting For
7. Minneapolis
8. The Skies Are Empty
9. The Prodigal Soldier
10. The End Of Apathy

SELLING POINTS

- One of AP's "100 Bands To Know in 2009".
- Appeared at the sold out Facedown Fest 2009 in Pomona, CA.
- Appeared at Cornerstone Festival in Bushnell, IL.
- Limited edition EP "Rumors Of Revolt" was released and sold out in Aug. 08.
- Strong print & online ad campaign with additional fuel provided by non-stop viral networking.

ADVERTISING / MARKETING

- Aggressive print ad campaign to include AP, Outburn, AMP, HM & more
- Online features being scheduled with key hardcore and punk websites
- Strong promotion from the band and label on Myspace, Twitter & Facebook 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 lists.



Also available:
Take It Back!
"Can't Fight Robots"
Cat. #FCD071-2
UPC# 80384710712

Hometown: Fayetteville, AR / **Key Markets:** National

**FACEDOWN
RECORDS**

P.O. Box 915 - Fallbrook, CA 92088
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Street Date: Nov. 10, 2009
Artist: TAKE IT BACK
Title: Atrocities
Genre: Hardcore / Punk
Cat: FCD086-2
UPC: 803847108621
Price Code: CD12
Configuration: CD
Box Lot: 30