

GIDEON

COSTS



OVERVIEW:

Hailed as one of AP's "100 Bands To Know In 2011", Tuscaloosa, Alabama's Gideon are a no holds barred, in-your-face hardcore band with an already impressive repertoire. Well-placed gang vocals and a powerful front man set Gideon apart from many of their peers, while the band as a whole, whose members have been playing together only since 2008, come off sounding like seasoned pros. Gideon have self-released two EPs since 2008 with the help of Brian Hood at 456 Recordings (A Plea For Purging, MyChildren MyBride), and have been committed to playing as many shows as possible, turning to full time touring after all members of the band had graduated from high school. Their Facedown debut "Costs" (also engineered by Brian Hood) will be released on March 1, 2011 and will be supported by non stop touring including stops at Facedown Fest in Pomona, CA (April) and Cornerstone Festival in Bushnell, IL (July).

SELLING POINTS:

- One of AP's "100 Bands To Know In 2011"
- Appearing at Facedown Fest – April 8 & 9 in Pomona, CA
- Appearing at Cornerstone Festival – Bushnell, IL
- Cover artwork by Dave Quiggle
- Engineered by Brian Hood (A Plea For Purging / MyChildren MyBride)
- Top priority new band for Facedown Records
- Featured on the upcoming free Facedown Spring sampler

TRACKLISTING:

1. Costs
2. Unworthy
3. False Profits
4. Gutcheck
5. Foundation
6. Brave New World
7. Virtue
8. Kingdom Minded
9. Dreams

ADVERTISING / MARKETING

- Aggressive print ad campaign to include Alt Press, Outburn, Hails + Horns, HM and more...
- Thorough pre-release promotion through postcards, online graphics, touring 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: Tuscaloosa, AL / **Key Markets:** National

**FACE
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RECORDS**

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Street Date: March 1, 2011
Artist: GIDEON
Title: Costs
Genre: Hardcore
Cat #: FCD099-2
UPC: 803847109925
Price Code: CD12
Configuration: CD
Box Lot: 30