



OVERVIEW

My Epic are back with "Broken Voice", an acoustic-based EP filled with beautiful misfit songs written during the creation of 2010's "Yet" that didn't quite fit with the sound of that album. Now the band has made a home for those songs, simply written then fleshed out in the studio, on "Broken Voice".



According to vocalist and guitarist Aaron Stone, "More than anything else Broken Voice is about joy. The last year of my life has been about finally learning that I don't have to fight G-d to get what I need. I don't have to prove myself to Him either. Jesus came precisely because none of my own methods would ever work. I had been striving so hard for perfection when all I ever had to do was surrender to it. I never knew where I was headed until G-d broke my will and gave me His. I never sung a song worth hearing until He broke my voice and made it His."

Broken Voice was recorded in March and April in Winston Salem, NC with Sid Mennon at Sleepwalker Studios. Sid and My Epic go back a long way, all the way to the days of recording demos, and the band wanted to pair up with him again for this EP so they could feel free to experiment with the sound. Most of Broken Voice was written at Machina House, a Christian mission house founded by the band in a poor neighborhood on Charlotte's north side four years ago. "The seeds of these songs, musically and lyrically were planted firmly in the soil of our home community," says Aaron. The band did spend a week in seclusion, locked away in a barn, "trying to make sense of all the parts, but overall it was a very smooth process. The songs had already taken their basic form in the living room and around the burn barrel at Machina House."

TRACKLISTING:

- 1. centuries
- 2. beloved
- 3. alone
- 4. deathbed
- 5. lazarus
- 6. garden
- 7. childbodybride
- 8. doxology

"Broken Voice" will be released July 5th, and although it is an altogether different sound for My Epic, Aaron notes "This record is not a permanent departure from where we have been headed in the past but simply another focused aspect of what the Lord has placed within us. Normally it would not be possible for us to put out two records one year apart but since these songs were so different it allowed us to keep creating in a vein that hadn't recently been depleted."

SELLING POINTS

- Appeared at Facedown Fest – Pomona, CA
- Appearing at Cornerstone Festival – Bushnell, IL
- Summer touring to support this release.
- Featured on the free Facedown Summer sampler.
- Cover art by Dave Quiggle

Also available:



My Epic
"Yet" CD
Cat # FCD094-2
UPC: 803847109420

ADVERTISING / MARKETING

- Aggressive print ad campaign to include Alt Press, Outburn, AMP, HM...
- Strategic and targeted online ad campaign through Facebook
- Thorough pre-release promotion through postcards, online graphics, touring and viral networking.
- Online features being scheduled with key rock websites
- Strong promotion from the band and label on 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.



My Epic
"I Am Undone" CD
Cat # FCD073-2
UPC: 803847107327

Hometown: Charlotte, NC / **Key Markets:** National



P.O. Box 915 - Fallbrook, CA 92088
www.facedownrecords.com
Sales: jason@facedownrecords.com
Publicity: shannon@facedownrecords.com



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Artist: MY EPIC
Title: Broken Voice
Genre: Rock
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UPC: 803847110426
Price Code: CD8
Configuration: CD
Box Lot: 30