

THE BURIAL

LIGHTS AND PERFECTIONS

The Burial have developed and grown as a band immensely since starting in 2005. After releases on Strike First Records and Sancrosanct Records, they are now signed to Facedown Records for the release of their new album "Lights And Perfections"; a dynamic, progressive metal album that is as powerful as it is convicting both musically and lyrically. The four individuals that make up The Burial are masters of their craft and it shows in every ounce of passion put into "Lights And Perfections".

MARKETING POINTS:

- Engineered by Josh Schroeder at Random Awesome Studios (A Plea For Purging, Legend)
- Appearing at Facedown Fest 2012 in Pomona, CA (Apr '12)
- Appearing on Facedown's Spring '12 Free sampler
- Appearing at Cornerstone and Sonshine Festival
- Cover artwork by Dave Quiggle (For Today, Atreyu)
- Print ad campaign to include AP, Outburn, Hails + Horns
- Targeted Facebook ads schedule to run 4 weeks prior to and after album release.
- Thorough pre-release promotion through postcards, you tube videos, online graphics, and viral networking.
- Online features being scheduled with key metal and hardcore websites
- Strong promotion from the band and label on Facebook & Twitter with give-a-ways, contests & non-stop news blasts.
- Mass email + text blasts to Facedown Records subscription lists.

FOR FANS OF: The Black Dahlia Murder, Arsis, The Red Chord

also available from The Burial:



Title: The Winepress
UPC: 803847903721
Cat # STF037-2
Price Code: CD9
Label: Strike First Records

CONTACT:

Sales - Jason@facedownrecords.com
Publicity - Shannon@facedownrecords.com



TRACK LISTING:

1. Lights
2. Apathy and Petition
3. Pearls;The Frailty Of Matter
4. Salt and Wrath
5. Seed
6. Wisdom;The Gateway Of Liberty
7. Sight and Sensation
8. Shackles and Ember
9. Perfections

Artist: The Burial
Title: Lights And Perfections
Street Date: March 27, 2012
Genre: Metal
Configuration: CD
Cat #: FCD112-2
Price Code: CD12
UPC: 803847111225
Box Lot: 30
Hometown: South Bend, IN
Label: Facedown Records



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ESTABLISHED 1997 - THANK YOU FOR HELPING US BRING QUALITY HEAVY MUSIC TO THE MASSES FOR 15 YEARS!