

GIDEON

MILESTONE

Gideon released their debut album "Costs" in the spring of 2011 and quickly took the hardcore scene by storm while touring non-stop alongside such bands as Sleeping Giant, First Blood, and Betrayal; and playing festivals like the New England Metal and Hardcore Festival, Facedown Fest, Cornerstone Festival and Sonshine Festival. They are now back with their sophomore album "Milestone" which has grown into one of Facedown's most anticipated releases of 2012. Returning to the studio with Brian Hood @ 456 Recordings, the band has matured as both songwriters and performers, which is clear on this sophomore release. Gideon are confirmed for the Scream The Prayer tour this summer with Demon Hunter, Emery, Sleeping Giant and more, and they will be also touring in support of Emmure in the fall.

MARKETING POINTS:

- On the Scream The Prayer tour this summer with Demon Hunter, Emery, Sleeping Giant, My Children My Bride and more
- Fall tour confirmed to support Emmure
- As seen at New England Metal and Hardcore Fest, Facedown Fest, Cornerstone Festival, Purple Door & Sonshine Festival
- Appearing on Facedown's Summer '12 Free sampler download
- Cover artwork by Dave Quiggle (For Today, Atreyu, Sick Of It All).
- Print ad campaign to include Outburn, Hails + Horns, AP and more.
- 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 and Twitter with give-a-ways, contests and non-stop news blasts.
- Mass email + text blasts to Facedown Records subscription lists.

ALSO AVAILABLE FROM GIDEON:



"Costs"
UPC: 803847109925
Cat # FCD099-2
Price: CD12

CONTACT:

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



TRACK LISTING:

1. Gutter
2. Bad Blood
3. No Acceptance
4. Overthrow
5. Prodigal Son
6. Mask
7. Still Alive
8. Milestone
9. Maternity
10. Coward
11. Faceless

Artist: Gideon

Title: Milestone

Street Date: July 3, 2012

Genre: Metal / Hardcore

Configuration: CD

Cat #: FCD117-2

Cat #: FCD117-1

Price Code: CD12 / LP14

UPC: 803847111720 - CD

UPC: 803847111713 - LP

Box Lot: 30

Hometown: Birmingham, AL

Label: Facedown Records



CD



LP

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