

HOPE FOR THE DYING

ALETHEIA

Hope For The Dying received praise from fans and press for their Facedown debut "Dissimulation" in 2010. On the new album "Aletheia", Hope For The Dying are back with over an hour of epic metal inspired by both American and European metal bands past and present. The skill level and technicality combined with the orchestral heaviness of this new album is sure to bring many new fans to Hope For The Dying as well as completely satisfy their existing fanbase.

"Aletheia" was recorded in Kansas City at Covenant Recording Studio with Josh Barber. (Norma Jean, Hands, Everything In Slow Motion).

MARKETING POINTS:

- Follow up album to highly acclaimed "Dissimulation".
- Appearing at Facedown Fest 2013
- Cover artwork by Dave Quiggle
- Engineered by Josh Barber at Covenant Studios (Norma Jean, Hands, Everything In Slow Motion)
- Featured on the free Facedown Spring 2013 sampler
- Print ad campaign to include Outburn, Hails + Horns, and more.
- 10,000 postcards sent out through MerchNow.com orders
- Targeted Facebook ads schedule to run around release
- Lyric videos on Facebook starting 8+ weeks before release
- 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 emails to Facedown Records email list (15,000+ subscribers).

Also available from Hope For The Dying:



Title: Dissimulation
UPC: 803847110228
Cat # FCD102-2
Price Code: CD12
Label: Facedown Records



Title: Hope For The Dying
UPC: 803847902724
Cat # STF027-2
Price Code: CD9
Label: Strike First Records



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



TRACK LISTING:

1. Acceptance
2. Reformation
3. Iniquitous
4. In Isolation
5. Through a Nightmare, Darkly
6. The Lost
7. Visions
8. Serenity
9. Open up the Sky

Artist: Hope For The Dying
Title: Aletheia
Street Date: March 19, 2013
Genre: Metal
Configuration: CD
Cat #: FCD126-2
Price Code: CD12
UPC: 803847112628
Box Lot: 30
Hometown: Jonesboro, IL
Label: Facedown Records

