

FALLSTAR BACKDRAFT

From Portland, OR come Fallstar, an unrestrained group of artists and musicians who draw just as much inspiration from their local punk and hardcore scene as they do from their hometown in general. "Our city is known for its global perspective, sustainable living, care for the homeless, and having ideas that challenge long-standing traditions and beliefs. So we've developed this way of thinking that is energized by our doubts and ideas. We're a west coast band, we're relaxed and not afraid of new things."

Fallstar love the mercurial atmosphere of a live show, and so write true to their genre with sing-alongs and crowd participation. The influences of hardcore and metal are there, but they aren't restrictive. The band spends countless hours layering and composing their songs to achieve the balance they desire. "Our music isn't incredibly technical, so there's lots of room for swinging guitars, jumping off things, chipped teeth & stitches."

Fallstar released a full length with Come&Live! in 2010, and we're proud to announce their debut Facedown release "Backdraft", due out April 16, recorded by engineer Kris Crummett (Alesana, Dance Gavin Dance, Sleeping with Sirens) at Interlace Audio.

MARKETING POINTS:

- Appearing at Facedown Fest 2013
- Featured on the free Facedown Spring 2013 sampler
- Engineered by Kris Crummett (Alesana, Sleeping With Sirens)
- Previous album on Come & Live had over 10,000 downloads
- Print ad campaign to include Outburn, Hails + Horns, and more.
- 20,000 postcards sent out through MerchNow.com orders
- Targeted Facebook ads schedule to run around release
- Lyric videos on YouTube 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.



TRACK LISTING:

1. Malbec Blood
2. Shallow Believer
3. El Rey
4. Drags, Drugs and Bones
5. Millionaires
6. The Valley
7. Alexandria 363
8. It's in Our Blood
9. Eclipse
10. The New World
11. Set My Face like Flint

Artist: Fallstar

Title: Backdraft

Street Date: April 16, 2013

Genre: Hardcore / Metal / Rock

Configuration: CD

Cat #: FCD127-2

Price Code: CD12

UPC: 803847112727

Box Lot: 30

Hometown: Portland, OR

Label: Facedown Records



8 03847 11272 7

**FACEDOWN
RECORDS**



www.facedownrecords.com

Sales: jason@facedownrecords.com

Publicity: shannon@facedownrecords.com