

Ark of the Covenant

SELF HARVEST

Ark of The Covenant came out swinging in 2011 with their debut EP "Separation" on Strike First Records. They returned to Silver Bullet Studios with Gregory Thomas of Misery Signals to record their full length "Self Harvest". The band's debut EP garnered much praise and appeared on Best of 2011 lists.

Hopecore said "It has EVERYTHING...comparable to Impending Doom and The Acacia Strain, but with a signature sound that sets them apart".

Ark of the Covenant's debut full length "Self Harvest" will be released on Facedown Records on April 30, 2013. The album will be supported with non stop touring including the Facedown Records "Hard & Relentless" tour with labelmates Saving Grace and Those Who Fear which begins at Facedown Fest (Chino, CA), heads across the country to the New England Metal And Hardcore Festival, and then loops back around to hit most all of the US.

MARKETING POINTS:

- Appearing at Facedown Fest 2013
- Featured on the free Facedown Spring 2013 sampler
- On the "Hard & Relentless Tour" this Spring
- Engineered by Gregory Thomas (Shai Hulud, Life In Your Way)
- Follow up to "Separation" EP on Strike First Records (2011)
- 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.

Also available from Ark Of The Covenant



Title: Separation
UPC: 803847904025
Cat # STF040-2
Price Code: CD6
Label: Strike First Records

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



TRACK LISTING:

1. Abandoned
2. Fire
3. Parasite
4. Transgressors
5. Blind Man
6. Sentient
7. Fury
8. Withered
9. Fakes
10. Self Harvest
11. Famine

Artist: Ark Of The Covenant
Title: Self Harvest
Street Date: April 30, 2013
Genre: Metal / Hardcore
Configuration: CD
Cat #: FCD128-2
Price Code: CD12
UPC: 803847112826
Box Lot: 30
Hometown: Stratford, CT
Label: Facedown Records



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