

ALTARS

SOMETHING MORE

Altars spent most of 2012 on the road in support of their debut full length "Conclusions". Their sophomore album "Something More", brings exactly that, both in music and in message. Musically the band has evolved and built on the hardcore foundation that they laid with "Conclusion" but now add more melody, and dynamic to the mix. In January of 2013, the band announced a free download of the title track of this album which created huge interest around the band and this new album.

Lyricaly the band is pushing their sound into action: "We've all grown up in a society that teaches us ideas that may be contrary to our own observation. A society that promotes conformity. An American culture that is paid to keep the majority of its inhabitants ignorant. Naturally, what was originally a group-skepticism turned into a full-blown conviction. No longer will we be conducive to a system that breeds greed and ignorance. No longer will we speak of hope as if it is to somehow fall into place without action. This is not a cry to the ignorant public, but a statement of ourselves. This is what is to come of Altars. There is Something More that lies beyond the blackened scope of our current vision. Beyond greed, unjustified power, ignorance, and all other evils, we believe that there is Something More."

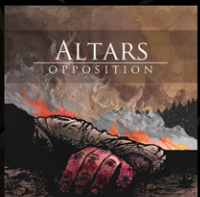
MARKETING POINTS:

- Appearing at Facedown Fest 2013
- Appearing at Sunshine festival 2013
- Featured on the free Facedown Spring 2013 sampler
- On tour with Shai Hulud this Spring
- Follow up to "Conclusions" (2012)
- 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 hardcore & rock 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 Altars:



Title: Conclusions
UPC: 803847111522
Cat # FCD115-2
Price Code: CD12
Label: Facedown Records



Title: Opposition
UPC: 803847904223
Cat # STF042-2
Price Code: CD7
Label: Strike First Records



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



TRACK LISTING:

1. Something More
2. Question Everything
3. Eternity
4. Sent To Destroy
5. Transparency
6. Revolutions
7. Caverns
8. Break Free
9. Westboro
10. To Give

Artist: Altars
Title: Something More
Street Date: May 14, 2013
Genre: Hardcore
Configuration: CD
Cat #: FCD130-2
Price Code: CD12
UPC: 803847113021
Box Lot: 30
Hometown: Colorado Springs, CO
Label: Facedown Records

