

# MY EPIC

## BEHOLD

### OVERVIEW:

After stripping down their sound for the unplugged "Broken Voice" acoustic EP, My Epic bring back their signature balance of post-hardcore and indie rock for the new album, "Behold". This time around, however, their sound is tempered with a sweeping ambience that's relatively new to their albums.

My Epic has transitioned into a four piece, welcoming back original members Jeremiah Austin and Jesse Stone, who join Aaron Stone and Tanner Morita for this their third full length album. Known for their heartfelt and passionate lyrics as well as their polarized, sometimes dreamy, sometimes crushing song writing, "Behold" fits perfectly into My Epic's discography.

"Behold" was produced by Matt Goldman (Underoath, Anberlin, The Chariot) who also worked with the band on their sophomore album. "Behold" is the band's third full length following their debut "I Am Undone" (2008) and the stunning follow-up "Yet" (2010).

### MARKETING POINTS:

- Engineered and produced by Matt Goldman (Underoath, Anberlin) at Glow In the Dark Studios.
- Appearing on Facedown's Winter 2013 / 14 free sampler download
- Cover artwork by Dave Quiggle
- Previous release "Broken Voice" debuted at #19 on Heatseekers chart
- Print ad campaign to include Outburn, New Noise and more.
- Targeted Facebook ads schedule to run 4 weeks prior to & after release.
- Lyric videos on YouTube starting 8+ weeks before release
- 20,000+ postcards sent out through MerchNow.com orders and Facedown touring bands
- Online features being scheduled with key rock and indie websites
- Strong promotion from the band and label on Facebook and Twitter with give-a-ways, contests and non-stop news blasts.
- Mass email to Facedown Records subscription lists.

\* Vinyl version to be released in early 2014 due to manufacturing delays

### ALSO AVAILABLE FROM MY EPIC:

"Broken Voice" EP / UPC: 803847110426

"Yet" / UPC: 803847109420

"I Am Undone" / UPC: 803847107327



www.facedownrecords.com

Sales - Jason@facedownrecords.com

Publicity - Shannon@facedownrecords.com

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### TRACK LISTING:

1. Arise
2. Hail
3. Curse
4. Confession
5. Royal
6. Approach
7. Liturgy
8. Lament
9. Zion
10. Selah
11. Arrive

Artist: My Epic

Title: Behold

Street Date: Dec. 10, 2013

Genre: Rock / Post Hardcore / Indie

Configuration: DIGI PACK CD

Cat #: FCD136-2

Price Code: CD12

UPC: 803847113625

Box Lot: 30

Hometown: Fredericksburg, VA

Label: Facedown Records



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