

Saving Grace

THE URGENCY

OVERVIEW:

Harnessing the success of The Hard & Relentless Tour, (the US headliner that saw them through Facedown Fest, New England Hardcore and Metal Fest and countless venues state-side) New Zealand's Saving Grace returned to the Land of the Long White Cloud to write and record their fourth studio album. The follow-up to their well-received Facedown debut 'The King Is Coming' was overseen by Zack Ohren of California's Castle Ultimate Studios, who flew to New Zealand to record and produce "The Urgency", Saving Grace's latest and most abrasive effort.

Saving Grace are a touring machine. They have been dubbed the most successful spirit-filled hardcore act Down Under and continue to be invited to play some of Australia's biggest music festivals, already being announced for summer fests alongside the likes of KoRn, Megadeth and Rob Zombie.

Since their inception in 2005, Saving Grace have risen from the underground to become a global name in modern heavy music, having toured relentlessly across New Zealand, Australia, Mexico and the United States winning over thousands of loyal fans with their original blend of brutal metallic hardcore influenced by the likes of Arkangel, Slayer and Reprisal.

Now, after months of pouring themselves into writing and producing their much-anticipated brand new album, Saving Grace can exhale and look forward to doing what they do best in their home country and abroad, getting on the road to promote 'The Urgency' and continuing to bring their focussed aggression to the worldwide masses.

MARKETING POINTS:

- Engineered and produced by Zack Ohren (All Shall Perish, Suffocation)
- Will appear on Facedown's 2014 free sampler download
- Cover artwork by Colin Marks (Impending Doom, White Chapel)
- Co-Headlined the 2013 "Hard & Relentless Tour" including stops at Facedown Fest and New England Metal Fest
- Print ad campaign to include Outburn, New Noise and more.
- Targeted Facebook ads schedule to run 4 weeks prior to & after release.
- Promotional videos on YouTube starting 8+ weeks before release
- 20,000+ postcards sent out through MerchNow.com orders
- Online features being scheduled with key rock and indie websites
- Strong promotion from the band and label on Facebook, Twitter and Instagram with give-a-ways, contests and non-stop news blasts.
- Mass email to Facedown Records subscription lists.

ALSO AVAILABLE FROM SAVING GRACE:

"The King Is Coming" / CAT # FCD109 / UPC: 803847110921

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TRACK LISTING:

1. +0
2. Like A Trainwreck
3. 1994
4. Descent
5. Horse Apples
6. The Banks Of The Otago
7. Was:ls
8. Ceremony
9. The Anthem Of The Underground
10. Temple Of The Snake
11. The Man Who Painted The Pavement
12. Ablaze
13. The Urgency

Artist: Saving Grace

Title: The Urgency

Street Date: Jan. 21, 2014

Genre: Hardcore / Metal

Configuration: CD

Cat #: FCD137-2

Price Code: CD12

UPC: 803847113724

Box Lot: 30

Hometown: Gisborne City, New Zealand

Label: Facedown Records



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