

GIDEON

CALLOUSED

OVERVIEW:

Following two very successful Facedown releases, Gideon now brings us "Calloused", the much anticipated third album from the band critics have called an "unstoppable machine". Calloused is the product of a month of seclusion with world-renowned producer Will Putney and Randy LeBoeuf at The Machine Shop, and really puts the members' virtuoso front and center. "We really swung for the fences on this album," says guitarist Dan McCartney. He explains how Gideon tapped into their technical savvy to craft an album heavy on staying power while digging deep into their personal darknesses for material.

Alternative Press Magazine has given Calloused the distinction of being among its Most Anticipated Albums of 2014 citing Gideon's "potential to change the way people look at heavy music."

MARKETING POINTS:

- Named as one of the "Most Anticipated Albums of 2014" by Alternative Press
- Recorded at The Machine Shop with Will Putney & Randy LeBoeuf
- On tour Fall 2014 with Fit For A King & Being As An Ocean
- As seen on tour with Emmure, For Today, Memphis May Fire, Upon A Burning Body, Bleeding Through & More.
- Targeted Facebook, Google and You Tube ad campaigns
- Print ads running in AP, Revolver, Outburn, New Noise
- Promotional videos on YouTube starting 8+ weeks before release
- 20,000+ stickers sent out through MerchNow.com orders
- Online features being scheduled with key hardcore and metal websites
- Strong promotion from the band and label on all social networks with give-a-ways, contests and non-stop news blasts.
- Mass emails to Facedown Records email list.

ALSO AVAILABLE FROM GIDEON:

"Milestone" / CAT# FCD117-2 / UPC: 803847111720

"Costs" / CAT# FCD099-2 / UPC: 803847109925

**FACEDOWN
RECORDS**

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Publicity - Shannon@facedownrecords.com



TRACK LISTING:

1. Calloused
2. Savage
3. Survive
4. Expose
5. World of Hurt
6. The Limit
7. The Pulse
8. Prison Eyes
9. Momentum
10. Drifter

Artist: Gideon

Title: Calloused

Street Date: October 14, 2014

Genre: Hardcore / Metal

Configuration: CD

Cat #: FCD143-2

Price Code: CD12

UPC: 803847114325

Box Lot: 30

Hometown: Birmingham, AL

Label: Facedown Records



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