

my epic viscera

OVERVIEW:

The captivating new release from My Epic sees the band building on the pivotal momentum of previous releases while still treading new ground musically and thematically. With "Viscera" My Epic reference the Latin term for the inner organs as the thread that runs through the tracks. The aspect of each song alluding to a human emotion tied to physicality makes "Viscera" My Epic's most heavily themed release to date.

Musically "Viscera" takes elements from the band's more ambient, ethereal spirit of "Behold," and adds to them the post-rock, grunge influenced groove of "Yet," which floods the EP with heaviness. Songs grow large on "Viscera" and leave lots of room to explore the human conditions of fear and courage, comprehension, and even memory loss.

"Viscera" is the first in a series of annual EPs, each of which will be supported with an annual tour.

MARKETING POINTS:

- The highly anticipated follow up to 2013's "Behold"
- Produced and mixed by Matt Goldman at Glow In The Dark Studios (Underoath, Anberlin)
- Cover artwork by Dave Quiggle
- Headlining US tour April 29 - May 21
- Appearing at Facedown Fest 2016 in Pomona, CA
- Featured on Facedown's Spring / Summer 2016 free sampler download
- Print ad campaign to include Outburn, Alt Press, New Noise and more
- Targeted Facebook ads scheduled to run 4 weeks prior to & after release
- YouTube ad campaign to run 6 weeks prior to & after release
- 20,000+ postcards sent out through MerchNow.com orders
- Mass emails to Facedown Records subscription lists

ALSO AVAILABLE FROM MY EPIC

- "Behold" / CAT# FCD136-2 / CD / UPC: 803847113625
- "Behold" / CAT# FCD136-1 / 2xLP / UPC: 803847113618
- "Broken Voice" / CAT# FCD104-2 / CD / UPC: 803847110426
- "Yet" / CAT# FCD094-2 / CD / UPC: 803847109420
- "I Am Undone" / CAT# FCD073-2 / CD / UPC: 803847107327



TRACK LISTING:

1. ghost story
2. memoir
3. cesura
4. wive's tale
5. open letter

Artist: My Epic
Title: Viscera
Street Date: May 6, 2016
Genre: Rock
Configuration: DIGI PACK CD & LP
CD Cat #: FCD150-2
CD Price Code: CD7
CD UPC: 803847115025
LP Cat #: FCD150-1
LP Price Code: LP14
LP UPC: 803847115018
Box Lot: 30
Hometown: Fredericksburg, VA
Label: Facedown Records



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