

NO INNOCENT VICTIM

TO BURN AGAIN

BACKGROUND:

No Innocent Victim emerged onto the Southern California hardcore scene in 1992. After 2 self-promoted albums, the band signed with Victory Records and released 2 albums during Victory's "Hay Day of Hardcore" (Hatebreed, Earth Crisis, Strife, etc...). Touring all over the US and Europe alongside such great bands as Hatebreed, POD, Agnostic Front, and the US bombs helped put No Innocent Victim at the top of the hardcore music scene.

No Innocent Victim are now back with their 5th and most anticipated full length of their career. Energized by their new relationship with Facedown Records and new material, No Innocent Victim are ready to take their music and message to the world.

SELLING POINTS

- Combined sales of 30,000+ on their previous 2 Victory Records releases.
- 2 songs featured on 40,000+ Facedown Fall '05 sampler CDs.
- Recorded at Trax East Studios (Hatebreed, God Forbid, Sinai Beach)

ADVERTISING / PUBLICITY

- Print ad campaign including full page ads in AP, AMP, Outburn, Decibel, HM, Revolver and more.
- In house PR handled by Facedown's Katie Norsworthy.
- 250+ full length promo copies serviced to key press contacts worldwide.

HOMETOWN: Corona, CA

KEY MARKETS:

Los Angeles, San Diego, New York, Chicago, Miami, Philadelphia, Oakland, San Francisco, Tampa, Baltimore, San Antonio



Artist: No Innocent Victim
Title: "To Burn Again"
Street Date: November 8
SRLP: \$11.98
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File Under: Hardcore



www.FACEDOWNRECORDS.com