



## BLOODLINED CALLIGRAPHY - "Ypsilanti" Street Date: 9.19.06



### TRACKLISTING:

1. 5/14/06
2. Is You Asking? Or Is You Telling?
3. Take It Or Leave It
4. From Here On Out
5. It Can't Rain All The Time
6. Ashes To Ashes
7. If Heaven Ain't Alot Like Ypsi,  
I Don't Wanna Go
8. America's Next Top Model
9. Frienemies
10. Last Goodbye
11. They Want You Silent



Also available:  
**Bloodlined Calligraphy**  
**"They Want You Silent"**  
**FCD044-2**



**FACEDOWN**  
**RECORDS**

P.O.Box 477 Sun City, CA 92584  
 www.facedownrecords.com  
 Phone - 951-301-1108 / Fax 951-301-1356

distributed by:



"You have never heard anyone break down the walls the way **BLOODLINED CALLIGRAPHY** are about to" - *Alternative Press*

"Hard rock's new stars" - *Hit Parader*

"Ally French doesn't just shatter stereotypes about her gender; she obliterates them and reduces them to a pile of ash...BLC shows girls that they have an equal place in hardcore and metalcore scenes." - *Outburn*

"**BLOODLINED CALLIGRAPHY** will shatter any preconceived notions that you have about female fronted hardcore. Think **Walls Of Jericho** and **Kittie** are tough cookies? Wait till you hear **BLOODLINED CALLIGRAPHY**. Frontwoman Ally French establishes herself as quite the leading lady while putting her male counterparts to shame. There are enough breakdowns to cause a feeding frenzy of moshpits. Definitely not your standard metalcore!" - *Revolver*

### SELLING POINTS:

- Featured on 60,000 Facedown samplers being distributed at **Sounds Of The Underground**, the Facedown street team, and through all touring Facedown bands.
- Video for "Last Goodbye" pitching to **Headbanger's Ball** one month before street date on top of strong online video promotion through **Myspace**, **You Tube**, and the **Facedown Records** website.
- 0:30 commercial spots to run heavily on **Headbangers Ball** for a minimum of 6 weeks, starting 2 weeks before street date.

### ADVERTISING / MARKETING:

- Aggressive print ad campaign to include full page ads in **Revolver**, **AP**, **Outburn**, **AMP**, **Decibel**, **Hails + Horns**, **Metal Maniacs**, **HM** and more...
- Front page feature on **Pure Volume** during week of street date.
- Full album serviced to metal and specialty radio by **Heavy Hitter**, beginning in September, with interviews and contests set up at key stations.
- Strong promotion from the band and label on **MySpace** with give-a-ways, contests and non-stop news blasts.
- Contests with key online partners scheduled around release date.

### KEY MARKETS:

- Los Angeles, New York, Detroit (hometown), Boston, Philadelphia, Minneapolis, Phoenix, Chicago



**Street Date:** Sept 19, 2006  
**Artist:** BLOODLINED CALLIGRAPHY  
**Title:** Ypsilanti  
**Genre:** Metal / Hardcore  
**Cat. #** FCD054-2  
**UPC:** 803847105422  
**Series Code:** 1398  
**Configuration:** CD  
**Box Lot:** 30