



MEANS - "Sending You Strength" Street Date: 3.6.2007



TRACKLISTING:

1. Looking For Life
2. Learning To Be Brave
3. The Promise
4. Connected
5. Where Truth Is Told
6. Cadences
7. These Are The Words
8. Throw Open The Gates
9. Through The Wires
10. I Choose Her Over Light
11. Down To The Spark
12. On The Broken

OVERVIEW:

Introducing **Means**, a prolific and zealous hardcore band from Regina, Canada. This four-piece is taking the US completely by surprise with their frenetic melody-infused breakdowns and tandem vocals that blend seamlessly from a high-octane hardcore voice to powerful and clear clean tone. These guys get right to the heart of the matter with forthright lyrics that compliment the intensity of the music; and ferociously intense it is. **Means** attacks each song with a severity that suggests complete surrender and immersion in the genre.

The members have come together from the surrounding areas of Regina with the intent to play music that will encourage others and serve as a source of strength. **Means** plays songs that are birthed from their shared experiences and geared toward anyone who is looking for meaning in music. Straight from their heart to yours, each **Means** song is written with the hope that everyone will be able to take something from the music to keep as their own.

An intense live performance and a light-hearted attitude is what you can expect from the Canadian four. A full length record ("In Red Grace" Lonely Tree Records 2004), 4 song EP ("More Than Watchmen for the Morning" Torque Records) and extensive Canadian touring have paved the way for **Means** to make the most of 2007 by signing with Facedown Records to release their brand new album "Sending You Strength". "Sending You Strength" was recorded and engineered by John Paul Peters (Comeback Kid, Every New Day) and will see a March 6, 2007 release on Facedown. Look for the band on tour in the US non-stop this spring as well as a spot on Facedown Fest '07.

SELLING POINTS:

- Appearing at Facedown Fest on March 23 + 24 in Pomona, CA. (capacity = 1,000 people)
- Non-stop touring to begin on street date for all of 2007. Dates will be announced soon.
- Eye catching artwork by Dave Quiggle
- Video for "The Promise" pitching to networks one month before street date on top of strong online video promotion through Myspace, YouTube, and the Facedown Records website.
- 0:30 commercial spots to run on MTV2 and FUSE for minimum of 4 weeks, starting 2 weeks before street date.

ADVERTISING / MARKETING:

- Aggressive print ad campaign to include AP, Outburn, AMP, Decibel, Hails + Horns, HM and more...
- Front page feature on Pure Volume during week of street date.
- 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, San Diego, Phoenix, Tucson

**FACEDOWN
RECORDS**

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distributed by:



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