

YOUR | MEMORIAL

ATONEMENT



Overview:

Your Memorial came to Facedown Records from the Twin Cities of Minnesota bearing their self released debut album Seasons, and sporting an impressive touring history. Growing up in the shadow of such hometown bands as Martyr A.D., Nehemiah, and After the Burial, Your Memorial recognized the advantage of following the path blazed by the genre patriarchs and seized the opportunity, as well as the inspiration to make their own indelible mark on the genre. Your Memorial does just that with their brand of progressive crushing rhythms that meld into ambient swells of melody. Although their influences span multiple genres, their impassioned laser-focus is what makes Your Memorial a stand-out metal act.

Selling Points:

- Appeared at Sonshine Festival - Willmar, MN
- Appeared at Cornerstone Festival - Bushnell, IL
- Cover artwork by Dave Quiggle
- Mixed by Jamie King (For Today, Between The Buried And Me)
- Top priority new band for Facedown Records
- Featured on the free Facedown Fall / Winter sampler

TRACKLISTING:

1. Endeavor For Purpose
2. Hope Era
3. Desolation
4. Atonement
5. Surface
6. Not Fallen
7. My Path Is Set
8. Unseen
9. Surrender
10. Immaculate Design

Advertising / Marketing / Press:

- Aggressive print ad campaign to include Alt Press, Outburn, Hails + Horns, HM and more...
- Thorough pre-release promotion through postcards, online graphics, touring and viral networking.
- Online features being scheduled with key hardcore and metal websites
- Targeted online ads on Facebook.com
- Strong promotion from the band and label on Myspace, Facebook and Twitter with give-a-ways, contests and non-stop news blasts.
- Contests with key online partners scheduled around release date.
- Mass email + text blasts to Facedown Records email and text message subscription lists.

Hometown: Minneapolis, MN / Key Markets: National



Street Date: November 23, 2010
Artist: YOUR MEMORIAL
Title: Atonement
Genre: Metal
Cat #: FCD098-2
UPC: 803847109826
Price Code: CD12
Configuration: CD
Box Lot: 30

**FACEDOWN
RECORDS**

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