



MANCHESTER ORCHESTRA
A BLACK MILE TO THE SURFACE

PUSH SHEET

HIGHLIGHTS

- ❑ **800,000 streams** (The Gold + The Alien) + 2k singles + 3k album pre-orders, in just 1 month!
- ❑ **The Alien #10 Viral 50 (US) on Spotify + 350,000 Streams in it's 1st Week**
- ❑ **Pandora - Chicago Invasion Aug 2** (tentpole street week event)
- ❑ Early Framing Press Pieces include Uproxx, NPR First Watch, Pitchfork, BK Vegan, + More!
- ❑ Key Podcasts - Uproxx, Boing Boing RIYL, Comedy Bang Bang, Song Exploder, and more!
- ❑ **CBS Saturday Morning:** confirmed to air on Sat, July 22 (The Gold + The Alien)
- ❑ **AAA - #4 Most Added** (6/26/17)
- ❑ "The Gold" Key Adds: **Sirius XM's ALT NATION, WXPN, KCSN, KINK WFUV!**
- ❑ Key Sessions: **XPN's Free @ Noon (World Cafe too), Sirius Alt Nation, WFUV, WTMD, KCSN**

Music Videos:

- ❑ The Gold: http://found.ee/MO_TheGoldYT-r
- ❑ The Alien: http://found.ee/MO_TheAlienYT-r

Key Framing Pieces:

- ❑ **Uproxx (Steven Hyden):** Conversation with band in ATL (album framing piece)
- ❑ **NPR First Watch:** (Bob Boilen introduces album via "The Alien" video)
- ❑ **Paste Behind The Scenes:** a look at the day in the life of a band
- ❑ **Popdust:** live show review, underplay at Mercury Lounge (NYC)

Social Media:

Facebook (310,000 Followers) / **Twitter** (76,000 Followers) / **Instagram** (53,500)
Soundcloud (1.35M Followers) / **Spotify** (285,000 Mo Listeners + 135,000 followers)
<http://themanchesterorchestra.com>

US Tour Dates (Fall 2017):

9/5 - Orlando	9/16 - San Francisco	9/29 - New York
9/6 - Tampa	9/18 - Portland OR	9/30 - Worcester
9/8 - Houston	9/19 - Seattle	10/1 - Philadelphia
9/9 - Austin	9/21 - Salt Lake City	10/3 - Silver Spring, MD
9/10 - Dallas	9/22 - Denver	10/4 - Raleigh
9/12 - Tempe	9/23 - Kansas City	10/5 - Norfolk
9/13 - San Diego	9/24 - Chicago	10/6 - Columbia, SC
9/14 - Los Angeles	9/26 - Columbus	10/7 - Atlanta
9/15 - Santa Ana	9/27 - Detroit	





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TIMELINE:

Thu, June 1 = teaser + cryptic phone #

June 4-8 = UK Promo Trip - UK underplays (Andy & Robert) at Lexington 6/6 + 6/7

Thu, June 8 = ALT Nation premieres "The Gold" (afternoon EST)

Fri, June 9 = Launch This Thing!

- Album Announcement

- "The Gold" video premieres + serviced to media

- "The Gold" up on DSPs (and pre-order IGT)

- "The Gold" serviced to radio (AAA, Non-Comm, College, + Alt Specialty)

- Album Pre-order (D2C, iTunes, etc) Launches with 1st IGT (The Gold)

- Re-skin website with concept art

Mon, June 12 = Fall US Tour announced (with album/ticket bundle)

June 13 - 14 = Band Tour Pre-Sale Spotify Pre-Sale

Thu, June 15 = General On-Sale (Ticket Bundle redemptions start + The Gold IGT starts fulfilling)

Thu, June 22 = "The Alien" Launches (NPR/VEVO video, DSPs, Pre-order/Ticket Bundle IGT)

Mon, June 26 = "The Gold" - AAA Add/Impact Date

June 26-30 = East Coast promo anchored by CBS Saturday Morning (pre-tape, airs 7/22), radio sessions (WTMD, Sirius, WFUV), XPN Free @ Noon, Sonos album listening party, +underplay show (Mercury Lounge)

July 10 = 3rd pre-order IGT (*The Moth*) launches all DSPs, w/ lyric video; UK Radio Campaign starts

July 18-20 = WNYC Soundcheck + Spotify Session (Andy/Robert only, 24 hours in NYC) - TBC

Sat, July 22 = CBS Saturday Morning (3 songs, lead-in, main performance + online)

July 25 = Album Serviced to College + AAA Radio (physical), digital on 7/27

July 24 - 26 = LA Street Week trip (underplay show Hollywood Forever, KCSN radio session, Comedy Bang Bang Podcast, KPCC Take Two or The Frame, etc)

July 28 - 30 = Southeast Indie Record Store Tour (Grimeys/Nashville, Seasick/Birmingham, Criminal/ATL)

Fri, July 28 = Album Street Date (Global)

Aug 2 = Pandora "Chicago Invasion" Event (tentpole album release week event)

