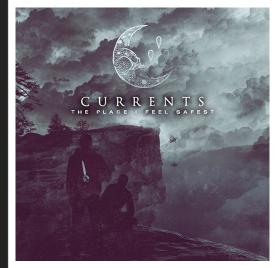




Pre-Order Start

28/04/2017

CURRENTS The Place I Feel Safest



Release Date 16/06/2017

Metalcor

- advertising in many important music magazines MAY/JUN 2017 album reviews, interviews in all important Metal magazines in Europe's MAY/JUN 2017 issues
 - song placements in European magazine compilations
- Spotify playlists in all European territories
- retail marketing campaigns
- instore decoration: flyers, poster A1
- Facebook, YouTube, Twitter, Google+ organic promotion
- Facebook ads and promoted posts + Google ads in both the search and display networks, Bing ads and Gmail ads (tbc)
- Banner advertising on more than 60 of the most important Metal & Rock websites all over Europe
- additional booked ads on Metal Hammer Germany and UK, and in the Fixion network (mainly Blabbermouth)
- video and pre-roll ads on YouTube
- ad campaigns on iPhones for iTunes and Google Play for Androids banners, featured items at the shop, header images and a background on nuclearblast.de and nuclearblast.com
- features and banners in newsletters, as well as special mailings to targeted audiences in support of the release

A PERFECT UNION OF DJENT AND METALCORE

Sometimes time is the missing ingredient needed in order for an idea to come to fruition. Such is the case with rising metalcore/djent band CURRENTS, who after forming in 2011 spent the next few years discovering their identity and evolving into the thriving band they are today. After a change in vocalist in 2015, adding Brian Wille to the group, Jeff Brown (drums), Chris Wiseman (guitar), Ryan Castaldi (quitar) and Dee Cronkite (bass) solidified their lineup with members who shared a common current of energy that moved through one another towards the same vision. That vision will come to light on the band's debut album due out this summer. Speaking of the forthcoming record, Brown says: "It's definitely dark lyrically. Although some of the leads and drums might make it more upbeat. Over all the album is about Brian's thoughts and fighting his demons. We left all the vocals up to him so he could have full creative control. It turned out awesome and we are super proud of it. The

instruments came together over 2 years of writing. We went into the studio with over 50 songs and ideas and left with 13 songs we believed were our best work."

The upcoming record will mark CURRENTS' debut, full-length album, following two previous EPs with their former vocalist. The release also finds them partnering with their new label, SharpTone Records, which is home to contemporaries like ATILLA, EMMURE, MISS MAY I, WE CAME AS ROMANS and WHILE SHE SLEEPS among others.

Brown adds: "SharpTone Records is an absolute dream come true. Every single band has a dream of getting signed. However, getting signed nowadays doesn't mean much without the right people behind you. We waited and passed on many offers before talking with Shawn (Keith) and Sal (Torres) at SharpTone. These two guys have a genuine love and passion for music. That then translated to our band and we could tell that they were in this for the long hall. The relationship has been nothing short of amazing and we can't wait to see what the future holds.

After biding their time, the future looks bright as CURRENTS embark on what will undoubtedly be their most successful and busiest year to date!



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Style: Metalcore

SHARPTONE RECORDS · OESCHSTRASSE 40 · D-73072 DONZDORF · GERMANY · PHONE +49-7162-9280-13 / -20 / -25 · FAX +49-7162-24554





Territory: World

►► Tracklists:

CD: 01. Ap 05 Withered 07. Forget Me 08. The Place I Feel Safest 09. Silence 10. Best Mer 11. Another Life 12. I'm Not W 13 Shattered

▶▶ Line-up:

RIAN WILLE | vocals CHRIS WISEMAN | guita RYAN CASTALDI | guitar DEE CRONKITE | bass JEFF BROWN | drum

►► <u>SHARPTONE RECORDS Video Clips</u> · SHARPTONE RECORDS on: <u>SoundCloud</u>