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FAST FORWARD

New Release Information ▶▶ November

POLARIS The Mortal Coil



ARE YOU READY FOR MORE AUSTRALIAN METALCORE?

Will Australia ever stop churning out world-class heavy acts? The answer is of course, a resounding no, with south-Sydney five-piece, POLARIS, following in the footsteps of the home-grown titans that came before them.

Three years of tireless touring, boundary pushing writing and independent recording saw POLARIS groom an army of supporters that's already the envy of many in the heavy music realm, all of which culminated in the unveiling of »The Guilt & The Grief« in January of 2016. Whereas most self-released EPs register as a mere blip on the radar, POLARIS' sophomore disc landed at #34 on the nation's ARIA chart, as well as a head-turning #2 finish on the AIR polls!

Recognising the very public birth of our country's next legitimate contender, labels quickly came knocking. Undeterred by the slew of offers in front of them, POLARIS continued to do what POLARIS does best, landing supports with fellow prog-metal enthusiasts NORTHLANE, Triple J darlings HELIIONS and finally PARKWAY DRIVE, who POLARIS can now proudly call label mates after signing on with the legendary Resist Records in Australia, ably supported by Cooking Vinyl

LIVE:

- 02.11. DHamburg - Grünspan
- 03.11. DWiesbaden - Schlachthof
- 04.11. BBruges - Entrepot
- 05.11. UKLondon - The Electric Ballroom
- 06.11. UKManchester - Club Academy
- 07.11. UKGlasgow - Garage
- 08.11. UKCardiff - Tramshed
- 09.11. NLHaarlem - Patronaat

Release Date ▶▶ 03/11/2017 ▶▶ **Pre-Order Start** 22/09/2017

- ▶▶ advertising in many important music magazines OCT/NOV 2017
- ▶▶ album reviews, interviews in all important Metal magazines in Europe's OCT/NOV 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 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

Australia. In all other areas worldwide (except for New Zealand) they signed a contract with SharpTone Records.

Not content with the mere promise of new material, Resist and Cooking Vinyl immediately re-released »The Guilt & The Grief« in a limited 10" vinyl format, a rare treat for fans both old and new.

Afterwards, the band holed up in their self-made, self-owned studio in Mollymook, NSW, where they've shipped American tandem, Carson Slovak and Grant MacFarland of "Atrium Audio", to track their debut full-length »The Mortal Coil«. No strangers to success themselves, the hotly-tipped duo most recently produced, engineered and mixed AUGUST BURNS RED's Grammy-nominated album, »Found In Far Away Places«. Armed with their best material yet and supported by one of the most in-demand audio teams in the business, expectations are sky high for this record.

If you're a part of POLARIS' rapidly expanding global fanbase fear not, as the troupe's recent deal with Avocado Bookings will see them grace European shores sooner rather than later, with US dates tipped to follow.

The upper echelon of our heavy music hierarchy needs to make a little room, as 2017 is undoubtedly POLARIS's year.

Price Code: CD04



Territory: World-AU-NZ

▶▶ Tracklists:

CD:

01. Lucid
02. The Remedy
03. Relapse
04. Consume
05. Frailty
06. In Somnus Veritas
07. Dusk To Day
08. Casualty
09. The Slow Decay
10. Crooked Path
11. Sonder

▶▶ Line up:

- Jamie Hails | Vocals
- Jake Steinhäuser | Bass/Vocals
- Rick Schneider | Guitar
- Ryan Siew | Guitar
- Daniel Furnari | Drums

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twitter.com/sharptonerecs • www.instagram.com/sharptonerecs/

Style: Metalcore

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