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# FAST FORWARD

New Release Information ►► June

## MISS MAY I Shadows Inside



**Release Date** ►► 02/06/2017    **Pre-Order Start** ►► 14/04/2017

- advertising in many important music magazines May/June 2017
- album reviews, interviews in all important Metal magazines in Europe's May/June 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
- Check out the new album [YouTube teaser here](#)



Price Code: CD04

ST 4019-2 CD



Territory: World

### ►► Tracklists:

CD:

01. Shadows Inside
02. Under Fire
03. Never Let Me Stay
04. My Destruction
05. Casualties
06. Crawl
07. Swallow Your Teeth
08. Death Knows My Name
09. Lost In The Grey
10. My Sorrow

### ►► Line up:

Levi Benton | vocals  
BJ Stead | guitar  
Justin Aufdemkampe | guitar  
Ryan Neff | bass/vocals  
Jered Boyd | drums

Style: Metalcore

## A monstrous riff-fest and a forcefully driven vocal statement of a Metalcore album!

The sound and fury of MISS MAY I is deeply embedded in the hearts and minds of a legion of fans. These are people from different backgrounds, of different ages, with diverse life experience, who all come together and connect with MISS MAY I's combination of brutal proficiency and impassioned delivery. The five-piece powerhouse, from the fertile metalcore grounds of America's heartland, have become an integral part of the worldwide heavy music community, transcending boundaries and limitations, galvanizing crowds, and energizing each person they encounter. The band's brand new album, »Shadows Inside«, doubles as monster riff-fest and forcefully vocal driven statement shaped by changes both within and without. Make no mistake this isn't an about-face album full of contrived sentiment or glossy emptiness. It's a record where the band challenged each other to work from outside of their comfort zone, to really hone in on what makes MISS MAY I vital, and deliver something fully authentic and raw. On the road with friends and peers like AUGUST BURNS RED, PARKWAY DRIVE, BLESSTHEFALL, MEMPHIS MAY FIRE, WE CAME AS ROMANS, and WHITECHAPEL, MISS MAY I bring devastating fury onstage and good natured charm offstage. They've held their own as support for rock radio hit makers FIVE FINGER DEATH PUNCH and as headliners on the Alternative Press Tour. This is a band with diverse appeal; they fine-tune their punishing metallic assault with an almost "pop" sensibility when it comes to catchy memorability.

The official music videos for MISS MAY I singles including 'Deathless', 'Echoes', 'Relentless Chaos', 'Forgive and Forget', 'Hey Mister', 'Masses of a Dying Breed' and 'Day By Day' account for roughly 50 million views on YouTube, to say nothing of the fan made videos, live clips, cover versions, and audio streams. Those same anthems have been played millions of times more across streaming services and social media, embedded in the musical DNA of a generation of contemporaries and fans.

Nick Sampson (ASKING ALEXANDRIA, BORN OF OSIRIS, IN FEAR AND FAITH), who worked alongside Sturgis on »Deathless«, took the reigns of the instrumental section of MISS MAY I's new album with the instrumental members in the Midwest. Benton

collaborated with producer Drew Fulk (MOTIONLESS IN WHITE, EMMURE, CROWN THE EMPIRE), who brought out the best vocal performances of the young singer's career thus far. Working in California, the pair was able to communicate ideas to the band back in their Michigan studio, where they'd reshape and refine the songs, until they were perfect.

This process, unlike anything MISS MAY I had attempted before, resulted in their most fully realized album yet. Mixed by Andrew Wade (A DAY TO REMEMBER, THE WORLD ALIVE, NECK DEEP), the band's first record for SharpTone is truly the best of everything before, with new ambition and confidence. »Shadows Inside« is a monster of an album and a longtime coming.

MISS MAY I celebrates a decade of savage metalcore and soaring melodic refrains, newly revitalized, and poised for an insurgent career renaissance; armed with unmistakable power, road hardened experience, a steadily building catalog, and unrelenting spirit, supported by a diehard community.



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