

“...almost pure organized chaos on stage”—Nate Worden, Rawkzilla.com



FADES AWAY

PERCEPTIONS

TRACK LIST :

1. Perceptions
2. The Remnant
3. Not Ready To Run
4. I Still Miss You
5. Right Now (We'll Stand)
6. Never Say Never
7. Home
8. Choir Of Failure
9. Toast To The Fallen
10. These Hands
11. Broken Empire

BIOGRAPHY :

Minneapolis-based **Fades Away** have emerged with their own savory brand of highly energetic, intense Christian rock. Their latest album, *Perceptions*, shows tremendous growth in both the musicianship of the individual members and their collective ability to craft melodically radical nuggets of assailing ear candy. Produced by **Noah Henson**, lead guitarist and main songwriter for the seminal Christian rock band **Pillar**, this album is solid from start to finish.

The album cover art and song “**Perceptions**” illustrate the concept that Christians open the door to darkness and become like Pharisees when they piously represent themselves as “better than” others. The ominous figure in the cover photo grasps his bible as he dwells in self-righteous condemnation of others. “**Right Now (We'll Stand)**” is a story of perseverance and victory over fear, and “**Choir of Failure**” addresses the issues of temptation, grace and forgiveness. Insightful and illustrative lyrics take the listener on an odyssey of epic proportions.

An intense tour schedule keeps them on the road full-time, and opening for wildly successful bands like **Thousand Foot Kruth**, **Project 86**, **Fireflight** and others has afforded them the opportunity to play in front of massive crowds as they continue to develop an increasingly large and highly-dedicated fan base. The members of **Fades Away** have found that the ability to share life experiences and beliefs through the music provides the connection and approachability the fans have come to know and love.

MARKETING HIGHLIGHTS :

- Radio promotion by Shane Boyd of Pure Tracking (Everyday Sunday, The Wedding)
- Second single “Choir of Failure” currently out for adds at Christian CHR radio
- Extensive tour schedule through entire Midwest and upper-Midwest
- Appearances at major summer festivals
- Reviews and feature stories through sites like Rawkzilla.com, FuelRadio.fm, etc.
- Social media through Facebook, ReverbNation, MySpace, Twitter, etc.

KEY MARKETS :

- Minnesota
- Wisconsin
- Illinois
- Iowa
- South Dakota
- North Dakota
- Missouri
- Texas
- Oklahoma
- Nebraska
- Kansas
- Arkansas
- New York

Artist : Fades Away
Title : Perceptions
Genre : Alternative Rock
Format : CD
Box Lot : 30

Street Date : 11-29-11
Order Date : 11-01-11
Cat # : FADE-26169
SRP : \$12.98
Label : Fades Away Productions

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