



# B-SIDE PLAYERS

## Fire In The Youth

Making music without borders or boundaries, **B-Side's** 7th album (and first for Concord) continues to explore the multifaceted grooves of Latin America and the Caribbean, incorporating the sounds of Cuba, Jamaica, Mexico and Brazil with funk, rock, jazz and hip-hop rhythms.

**WILL APPEAL TO FANS OF LATIN ALTERNATIVE, WORLD MUSIC, REGGAE AND JAM BANDS ALIKE**

**B-SIDE PLAYERS ARE ONE OF TODAY'S PREMIERE LIVE MUSIC GROUPS, WHOSE STELLAR LIVE SHOWS HAVE CREATED A WIDE AUDIENCE ALL ANXIOUS FOR THIS RELEASE**

**RADIO:**  
Full album servicing to **CMJ World, CMJ Alternative & CMJ Latin Rock** on June 25th

**VIDEO:**  
A music video for "Nuestras Demandas" has been made and will serviced to Latin & English video outlets for immediate play, including **Music Choice Latin, MTV3**, etc.

**PRESS:**  
Campaign will target music, culture and lifestyle press—in T.V., print and online media—for both general and Latin markets. Early confirmed press includes **Orange County Register, San Diego Union-Tribune, ME TV, SiTV's "The Drop," LATV's "En Concerto," San Diego La Prensa, Santa Cruz Metro News & Santa Cruz Sentinel.**

**ONLINE ADVERTISING:**  
**La Banda Elastica** Banners July/Aug

**SNIPING:**  
A 2-week sniping campaign will commence July 9 in the band's home market, San Diego, CA

**NEW MEDIA:**  
Extensive Internet Marketing Campaign to include...securing reviews and features on entertainment and lifestyle sites; viral campaigns on free sites, social network sites and blogs; contests and giveaways; streamings; street team management; and much more.

**B-SIDE TOP SALES MARKETS** (in order):  
San Diego, Los Angeles, San Francisco, Denver, Sacramento, New York, Salt Lake City, Seattle, Albuquerque & Portland

**HOME MARKET:**  
San Diego

### SELECTIONS:

- |                               |                          |
|-------------------------------|--------------------------|
| Alegria (3:12)                | Micaela (4:18)           |
| Unplug This Armageddon (4:01) | Fire In The Youth (3:13) |
| Mascara (3:09)                | Crossroads (5:50)        |
| El Comal (3:39)               | Taquerito (4:14)         |
| Pleasure And Pain (4:53)      | Warrior Culture (5:39)   |
| Nuestras Demandas (4:10)      |                          |

### PRINT ADVERTISING:

- |                  |      |               |
|------------------|------|---------------|
| Relix            | 1/4p | Aug.          |
| Global Rhythm    | 1/4p | Sept.         |
| Batanga          | 1/4p | Aug/Sept      |
| Al Borde         | 1/4p | wk of July 10 |
| L.A. Weekly      | 1/2p | wk of July 10 |
| San Diego Reader | 1/2p | wk of July 10 |

### NATIONAL TOURING:

An extensive summer/fall tour is scheduled. Complete tour information not yet available, but coming soon. Check [www.bsideplayers.com](http://www.bsideplayers.com) or [www.concordmusicgroup.com](http://www.concordmusicgroup.com) for listings.

### LIFESTYLE:

Filter Latino will spearhead a nationwide promotional campaign to promote this album to the Alternative and Indie Latino music scene as well as introduce this album to mainstream audiences. Campaign activities include (but not limited to)...

- Sticker postcards to be passed out at like-minded artists shows and festivals
- Distribution of B-Side posters to both Latino and non-Latino lifestyle locations
- In-store music programming at independent fashion and accessory boutiques
- Selected tracks on Filter music samplers distributed throughout the country

[www.concordmusicgroup.com](http://www.concordmusicgroup.com) **CONCORD** picante 

Artist/Title: **B-Side Players / Fire In The Youth** Street Date: **July 10, 2007** Order Due Date: **June 20, 2007**

Notes:

Genre: **Rock/ Latin** Label: **Concord Music Group**  
Box Lot: **30** Price Code: **C18** Packaging: **Jewel Case – 1 CD**



CD-Selection #  
**CCD-2256**