

The Rocket Summer

"Hello, good friend."
release date 5.17.05

22-year-old Bryce Avary is the man behind THE ROCKET SUMMER, a piano and guitar-driven rock n roll project that slams home a message of belonging. As a talented multi-instrumentalist, songwriter, and producer, Bryce has proved himself as the epitome of the hard-working musician. This hard work has developed a modest, but cult-like following of fans that rally around the warmth and connection created between Bryce and his listeners.

In November 2004, Bryce teamed up with producer TIM' O'HEIR (THE ALL-AMERICAN REJECTS, SEBADOH, HOT ROD CIRCUIT, THE JEALOUS SOUND) in Brooklyn to record his second album "Hello, Good Friend." This new album showcases the diversity in Bryce's musical mind with honesty and sincerity. Slated for release in May 2005, "HELLO, GOOD FRIEND." will say hello to the world while Bryce and Co. take to the road and make new friends to add to the family.

marketing/selling points

- CALENDAR DAYS has sold over 30,000 copies worldwide.
- Publicity by EARSHOT MEDIA / MIKE CUBILLOS
- Confirmed press from ALTERNATIVE PRESS, CO-ED, LAW OF INERTIA, MEAN-STREET.
- Produced by TIM' O'HEIR (THE ALL-AMERICAN REJECTS, SEBADOH, HOT ROD CIRCUIT, THE JEALOUS SOUND)
- Music video serviced to MTV2, FUSE, and all regional outlets
- Headlining the "MILITIA FAMILY AFFAIR" w/ BRANDTSON, CARTEL, and UMBRELLAS (March - May)
- 'Brat Pack' on Militia New Office sampler (15,000)
- 'Brat Pack' & 'Around The Clock' on Militia summer sampler (55,000)
- 'Around The Clock' on Cornerstone sampler in April/May (10,000).
- 100,000 Stickers distributed through retail and street team
- Ads in every Punk/Indie magazine (ALTERNATIVE PRESS, ROCKPILE, MEAN-STREET, LAW OF INERTIA, AMPLIFER, MAGNET, ALARM, and More)
- TMG Street Team promoting in retail stores, venues, lifestyle stores, schools, etc.
- Huge push to COLLEGE and SPECIALTY RADIO.
- Web Marketing that includes streaming select audio tracks, banner ads, ecards, contests, features, buddy icons, desktops, message boards, email blasts, etc.
- 700 promo CD's sent to retail
- Full Color POP, posters, counter bins and stickers available
- Aggressive co-op budget
- Front page features on PUREVOLUME.COM, ABSOLUTE PUNK.NET, and MYSPACE.COM
- 'Around The Clock' featured on TED AIRLINES IN FLIGHT RADIO PROGRAMMING in May/June. Potential audience of 1.6 MILLION.
- Airplay on KDGE in Dallas.
- Toured with SOMETHING CORPORATE, ASH, RELIENT K, COPELAND, THE FORMAT, SUGARCULT, THE ATARIS, etc.

THE MILITIA GROUP
www.themiliatigroup.com
13892 Harbor Blvd. Suite 4-A
Garden Grove, CA 92843



key markets

Dallas/Ft. Worth (hometown) - Los Angeles - New York - SF-Oakland-San Jose - Boston, MA - Philadelphia, PA - Austin, TX - Orlando-Daytona Bch-Milbrne - San Diego, CA - Chicago, IL



1. Move To The Other Side Of The Block
2. I Was So Alone
3. Around The Clock
4. I'm Doing Everything (for you)
5. Tell Me Something Good
6. Never Knew
7. Brat Pack
8. Treasures
9. Story
10. Goodbye Waves And Drive Ways
11. Show Me Everything You've Got
12. Destiny
13. Christmas Present

Sales:

Wyatt Miller
714-554-4477
wyatt@themiliatigroup.com

- CD ONLY
- Catalog number: TMG031
- File Under: Rock/Alternative "R"
- Series: 1498
- Box Lot: 30

Also Available:
Calendar Days
TMG017
Series: 1398
Format: CD w/ Bonus DVD

