

THE  
MILITIA  
GROUP



**STREET DATE:**  
**OCT. 7TH, 2003**

**CATALOG #:**  
**TMG015-2 (CD only)**



# BIG COLLAPSE

prototype

**top markets** New York, NY • Albany-Schnctady-Troy, NY • Los Angeles, CA • Philadelphia, PA  
Boston, MA • Washington, DC • SF-Oakland-San Jose • Seattle-Tacoma, WA • San Diego, CA • Chicago, IL  
Salt Lake City, UT • Tampa-St Petersburg, FL • Miami, FL • New Jersey

## overview

Hardcore / Post-Hardcore kids are serious about their scene. Maybe you're In it, and maybe you're not. At any rate, we're thinking no one should be excluded from this fascinating story. The history here is deep. So, whether you know your shit like the rock historian dude who breaks it down on those VH1 specials, or if the first post-hardcore band you've heard is **Thrice** or **Thursday**, you should check this out.

**Big Collapse** front man **Josh Loucka's** musical career started in high school. He formed **Shift** in the early 90's, and some say this band was responsible for launching a whole new music scene. **Shift** went on to become an influential part of New York's post-hardcore landscape, releasing two albums on indie label **Equal Vision Records**. They then went on to release a full length for **Columbia Records** selling a combined total of over **40,000** copies. After arriving in LA, Josh reconnected with another New York transplant and hardcore scene alumni, guitar player **Gavin Van Vlack**. He was the driving force behind the highly influential late 80's New York seminal hardcore group **Burn**, whose albums have sold well over **25,000** copies. He also lent his guitar and bass skills to many other groups from that scene, including Hardcore Pioneers **Absolution**, and **Side By Side**, who have sold over **15,000** copies.

These bands had a hardcore national following, and left kids with a void that has not been filled, until now. **Big Collapse** has relocated to Los Angeles, emerging with a straight up rock sound. They plan to get back in a van soon and take their show on the road in support of their new album. Call them what you want, just don't underestimate the power of a good rock song.

## marketing / selling points

- Featuring members of the legendary bands that started the "POST-HARDCORE" movement, **SHIFT (Josh Loucka)** and **BURN (Gavin Van Vlack)**.
- Both **BURN** and **SHIFT** have sold over **80,000** records respectively!
- Both **BURN** and **SHIFT** have sold over **80,000** records respectively!
- Family tree includes bands like: **Rival Schools, Quicksand, Gorilla Biscuits, CIV, Glassjaw, Hole, Orange 9mm, Rage against the machine**
- 'Prototype' was produced and mixed by **Ben Moore (Noise Ratchet, Blink 182, Rocket From The Crypt)**
- at **Big Fish Studios** in San Diego, CA
- Will be on tour full-time in support of this full-length.
- Will be advertised on **AP, Heckler, Rockpile, Lollipop, Magnet, Meanstreet, Zero, Slamm, Skratz, Destroy All, Revolver.**
- Full servicing to **Specialty Commercial/CollegeRadio (Syndicate)** and press servicing by **Earshot Media. (The Beautiful Mistake, All-American Rejects, Rocking Horse Winner)**
- Aggressive Street-team promotions – Online postings, flyers at similar artists shows and retail POP hitting 6 weeks in advance of release.
- 2 songs available in streaming quality on **mp3.com**, and free mp3 download available on punk / hxc related websites.
- **\$\$\$ available for Co-Op.**
- **In-store play CDs and Full Color POP** sent out to over **700** Retail Stores
- **10,000** stickers and postcards being distributed and mailed out.

## track listing:

1. Love Empire
2. Deliver Me
3. Pull Out The Guts
4. Prototype
5. Private War
6. Adds Up To You
7. Automatic
8. Colossal
9. We All End Up Dead
10. Phantom Power

File under: **Rock "B"**

Recommended For Fans Of: Shift, Burn, Def Leppard, Rocket From The Crypt, Rival Schools

ARTIST WEBSITE: [www.bigcollapse.com](http://www.bigcollapse.com)

MP3 SITE: [www.mp3.com/bigcollapse](http://www.mp3.com/bigcollapse)



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