

THE  
MILITIA  
GROUP



STREET DATE:  
FEB. 10TH, 2004

CATALOG #:  
TMG016-2 (CD only)



# Various Artists

## Hello, We Are The Militia Group - Vol. 1

top markets

# Everywhere

overview

This is the first installment of our very own sampler series titled "Hello, We are The Militia Group." Our priority with this sampler is to give kids a ton of songs into their hands for a cheap **low price of \$3.98!** We also wanted to provide our bands with some more exposure and introduce the new class of upcoming **MILITIA GROUP** artist. With a running total of **17 tracks**, (including an unlisted surprise cover song – in which kids can enter a contest and win every CD The Militia Group puts out for a year!) every kid should be able to find a new favorite band. Out of the 17 tracks, there is a total of **8 tracks** which are **rare or never been heard before**. With such a great and diverse collection of artist and rare songs, add that up with the low low price (did we mention that its only **\$3.98?**) plus the fact that the first **10,000** will include a "Hello my name is \_\_\_\_\_" sticker, there is no logical reason why any kid wouldn't want this sampler. AND, if that still doesn't entice everyone to go out and buy a copy or two - we have decided to also include a "**GOLDEN TICKET**" inside ONE cd. "What does the golden ticket mean?" You ask... WELL... whoever gets the golden ticket - will get to record one song (Be it a band, themselves, etc...) and we will include it on the **NEXT INSTALLMENT** of "Hello, We Are The Militia Group..." as a bonus track. This is a chance for bands to get some huge exposure or someone to goof off, or whatever.. the choice is up to them. Who know? Maybe your store will have the golden ticket...

### marketing / selling points

- Rare and unreleased tracks by **RUFIO, THE BEAUTIFUL MISTAKE, COPELAND, And THE LYND SAY DIARIES**
- This sampler also will take fans into a musical journey into the future with newly signed bands such as:
  - **DENISON WITMER, BLUEPRINT CAR CRASH, ANADIVINE, And BRANDTSON**
- This is our first super low priced sampler (**\$3.98**)
- 'Internet presence will be heavy with **Banner Ads, Features, Contests,** and news mentions In high profile sites
  - Like: **WWW.ABSOLUTE PUNK.NET, WWW.EMOTIONAL PUNK.COM, WWW.PUNKNEWS.ORG**, etc
- Aggressive street marketing campaign starting 6 weeks prior to release date with **handouts, flyering, give-aways**
  - at every similiar artist shows in **MILITIA GROUP's top 20 markets**
- **GOLDEN TICKET!!!!** One person will get his/her band to appear on the newst Militia samper if they find the
  - golden ticket inside their cd!
- **\$\$\$ available for Co-Op.**
- Will be advertisted on **ALTERNATIVE PRESS (FULL PAGE), Heckler, Rockpile, Lollipop, Magnet, Meanstreet,**
  - **Zero, and Skcratch**
- **In-store play CDs and Full Color POP** sent out to over **700 Retail Stores**
- **100,000** stickers passed out to kids (via agressive street team) and at **shows, record stores, life-style stores**

### track listing:

1. Pull Out The Guts - Big Collapse
  2. Fragile Fingers (Acoustic)\* - The Beautiful Mistake
  3. Walking Downtown - Copeland
  4. What We Hate We Make - The Rocket Summer
  5. Alcohol And Oxygen - Anadivine
  6. Emergency (Demo)\* - The Lyndsay Diaries
  7. What Smile Beneath Her Running Mascara (Demo)\* - Blueprint Car Crash
  8. King Of Pain\* - Brandtson
  9. Testing The Strong Ones (Non-LP)\* - Copeland
  10. 24 Turned 25\* - Denison Witmer
  11. Another Drink To Yr Health - Toral! Toral! Torrance!
  12. The Consequences Of Learning How To Fly - The Lyndsay Diaries
  13. A Safe Place (Demo)\* -The Beautiful Mistake
  14. Seeing Is Believing - ACceptance
  15. In My Eyes (Acoustic)\* - Rufio
  16. When Losing Ends - Noise Ratchet
- \*(Rare or Unreleased Track)

File under:Rock/Punk"V/A"

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M.S.R.P.: \$3.98

UPC: 7-12177-00162-8  
Box Lot: 30 Qty



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