



AKRON/FAMILY

RIVER

River
Morning On Michigan Avenue
(Thinking Of Old Friends)

"River" is the second single from **Akron/Family's** 2009 release, *Set 'Em Wild, Set 'Em Free*. Following the thundering and anthemic "Everyone is Guilty," "River" returns to something they have always been known for: a timeless hook. "River" delivers Ali Farka Toure-like guitar work, but this song is all about the infectious vocal melody.

Like the "Everyone is Guilty" 7-inch, "River" features an exclusive non-album b-side, the lovely "Morning on Michigan Avenue (Thinking of Old Friends)." Strictly limited edition, we advise scoring one of these slabs of vinyl now.

CATALOG #: **DOC037**
RELEASE DATE: **OCTOBER 20, 2009**
FORMAT: **7"**
7" BOX LOT: **50**
GENRE: **PSYCH ROCK / INDIE ROCK**
KEY MARKETS: **SAN FRANCISCO, LOS ANGELES, CHICAGO, AUSTIN, DENVER, PORTLAND**

VINYL NOT RETURNABLE

7" UPC: #656605133775



SELLING POINTS

1. Last Akron/Family 7" was the "Everyone is Guilty" single which went out of print instantaneously on Record Store Day
2. This is strictly limited edition.
3. This single follows a busy summer and fall for Akron/Family, including appearances at All Points West, Outside Lands, The Rock and Roll Hall of Fame, ATP New York, Bumbershoot, 10,000 Lakes Festival, Calgary Folk Festival, LOLA Festival, Transfigurations Festival and endless touring
4. B-side is exclusive to this release



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