



SECRETLY  
CANADIAN

# YEASAYER

## ODD BLOOD

The Children  
Ambling Alp  
Madder Red  
I Remember  
O.N.E.  
Love Me Girl  
Rome  
Strange Reunions  
Mondegreen  
Grizelda

CATALOG #: SC210  
RELEASE DATE: February 9, 2010  
FORMAT: CD/LP  
CD BOX LOT: 40  
LP BOX LOT: 25  
GENRE: AVANT POP/INDIE ROCK  
KEY MARKETS: NEW YORK CITY, LOS ANGELES, BALTIMORE, SEATTLE, MINNEAPOLIS, CHICAGO

NOT EXPORTABLE  
VINYL NOT RETURNABLE

CD UPC: #656605021027



LP UPC: #656605021010



Since the release of their critically acclaimed 2007 debut *All Hour Cymbals*, **Yeasayer** has been around the world and back again. While their first record was conceived in total artistic isolation, constant touring forced Yeasayer to finally engage with their contemporaries. If *All Hour Cymbals* was Yeasayer's attempt at global and ambient cultural mash-up then their new album, *ODD BLOOD*, takes place in an off-world colony sometime after the Singularity. Glimmering reverb haze is eschewed and replaced by a cavalcade of disorienting pitch effects and flickering ectoplasmic wisps. At times Yeasayer sound as if they would be at home playing live in scene from *Blade Runner* or inside one of **Oscar Neimeyer's** concrete modernist temples from the 1960s.

After the rubble clears from opening track "The Children," the album leaps into Yeasayer's version of the pop anthem with "Ambling Alp," "Madder Red," "I Remember," and "O.N.E." Yeasayer have plunged into the craft of pop music, and the exercise has paid off. The second half of *ODD BLOOD* is slightly more experimental in nature. Sci-fi musical jams ("Mondegreen"), maniacal rants ("Grizelda"), and paranoia ("Love Me Girl") show the band exploring more paranoid motifs, yet never deprive the listener of hooks and ear candy.

*ODD BLOOD* plays out at a blistering pace, yet it never sacrifices depth or content. One thing is certain: Yeasayer are accomplished audiologists who are willing to pilfer decades of pop sensibilities and cultural history to create something that is uniquely their own.

### SELLING POINTS

**RETAIL:** Robust co-op dollars available for listening posts, P&P and print ads. We'll be providing two sided, extra large posters for display contest with tiered prizes. In-store play copies available.

**PUBLICITY:** Album serviced to all music & lifestyle media by Motormouth Media. Confirmed features & key reviews in: Rolling Stone, Pitchfork, Under the Radar, EQ, Beyond Race among others.

**RADIO:** Album will be worked to college, and commercial specialty radio by Spectre Music. ADDS for "Ambling Alp" as the lead single went out Nov. 3rd; *ODD BLOOD* goes for adds Feb. 8th.

**INTERNET:** Aggressive online campaign with exclusive band content at YEASAYER.NET; including 360° interactive video, free MP3, etc.

**SCAN HISTORY:** Previous debut *All Hour Cymbals* has scanned over 38,000 with virtually no retail marketing or advertising spent.

**TOURING:** Key live dates during release week in Los Angeles and New York City. Full US tour scheduled to begin April 1st w/ a key slot at 2010's Coachella festival.



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