

Laura Bradley

Bleed

Bleed is an explosion into all new sonic territory for musician / composer / singer Laura Bradley. Harnessing the power of her trademark angelic sound, Bradley unleashes her voice with the emotional whiplash of a spectral force.

While Laura Bradley's previous projects (Rain, Anthems, The Prayer and Storm) received hot AC Radio, substantial press and critical acclaim, they all served as a launching pad. Through those projects and the accolades that came with them, Laura has had the freedom to peel back the layers and get to the true essence of who she is musically.

Bleed is a high-speed rock album that swerves off the straight and narrow and spins out into groove-heavy pockets of distortion and atonal dissonance, high-octane hooks and the haunting piano melodies – Bradley's trademark.

Her compositions offer us a look into a woman's vulnerability masked by rage. *Lips*, a thundering song of remorse offers takes a fresh approach to indie rock, while *Amazing Grace*, an unusual partial cover of the great standard, incorporates the classic hook centered on Bradley's original verses and bridge. *Cool Dark Slip* pays homage to the late great author Kate Chopin and her short story, *The Awakening*. *Dazed* is a sly tribute to The Black Crowes, while the stadium-sized swagger of *Bleed, Not Anymore* and *Come On*, scream of Bradley's desire to harm battling her desire to heal.

With an extremely loyal and ever-growing fan base by her side, Laura has graced stages large and small, leaving the audience breathless and longing for more. **Bleed** is the salve to their wounds and quenches their thirst for rage and redemption.

DISCOGRAPHY:

Rain (Fairy Dust Music 2007)
Anthems EP (Fairy Dust Music 2007)
The Prayer (Fairy Dust Music 2007)
Storm (Streetbeat Records 2004)

Digital Only Release (IODA)
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Special premium package EP
Distribution through Koch/E1

PREVIOUS TV MUSIC PLACEMENT: MTV "Real World Sydney"

SOUNSCAN MARKETS:

Los Angeles, Miami, Seattle, New York, Austin, Atlanta, Portland, San Diego, Chicago, Washington DC, Detroit

FOR FANS OF:

Evanescence, Paramore, We Are The Fallen, Seether, Skillet, Shinedown and Halestorm

TRACK LISTING:

1. Bleed
2. Lips
3. Come On
4. Cool Dark Slip
5. Dazed
6. Winter
7. How Do You Know
8. Not Any More
9. Stunned
10. Angel
11. Amazing Grace

"...risk-taking lyrical story lines, combined with stellar musicianship and a spellbinding stage presence, make for an outstanding live show. Unafraid to stray from the familiar formula. Laura Bradley and The Longing are creating aural art at its best." - Lisa Elaine Scott, Music Connection

PRESS:

Laura has been featured and reviewed by the following:

Music Connection
Miami New Times
LA Times
Village Voice

Miami Herald
Music Morsels
Marie Claire
Ocean Drive

PR/MARKETING/NEW MEDIA PROMOTION:

- Aggressive national press campaign servicing over 300 press outlets for features and reviews. Targets include all periodicals related to Rock, Hard Rock and Metal music culture in addition to trades, dailies, major weeklies and syndicated outlets.

- Online banner campaign on key music sites and social networking sites linking retail.

- Additional online marketing done with IODA's promonet pro campaign reaching social networks, podcasters, internet radio, bloggers & zines, music supervisors and ad agencies.

RETAIL:

- Co-op advertising will be focused on in store play and listening stations. Additional price & positioning will be planned around tour dates.

- In store appearances and performances will be focused around tour dates.

RADIO:

Full USA/Canada radio campaign targeting CMJ charting stations, College, Rock Alternative, Metal, Active Rock and Specialty formats.
Focus tracks: Bleed, Dazed, and Lips.

TOUR DATES: TBA. Previous venues: The Viper Room (West Hollywood), The Derby (LA), The Mint (LA), Bardot (Miami), Regency Ballroom (SF), Starland Ballroom (Sayerville, NJ), The Broward Center for the Performing Arts and many more.

ARTIST:

TITLE:
SELECTION#:
UPC:
GENRE/FILE UNDER:
PACKAGING:
BOX LOT:
STREET DATE:
HOME MARKETS:
WEBSITE:
MYSPACE PAGE:
SONICBIDS PAGE:
FACEBOOK FAN PAGE:
TWITTER:

BRADLEY, Laura
Bleed
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