

LITTLE PIECES (SELF-TITLED)



STREET DATE: June 3, 2008

01. The Skier
02. Hurricane
03. Wrote A Letter
04. Smallest Man
05. Featherweight Song
06. Stop The World
07. The Zeppo Stone
08. Record Mine
09. Ordinary Friend
10. Candy Stairs

Cat #: 13111-2
CFG: Compact Disc
UPC: 825881311126
Returnable: Yes
Parental Advisory: No
Packaging: Standard Jewel case
List: \$ 13.98
5% discount until 6/03/08
Label: One Eleven Records

File Under: Little Pieces
Genre: ROCK / POP
Box Lot Quantity: 30



ONE ELEVEN RECORDS
One Eleven Records, Inc.
111records.com • 407-352-9450



BIOGRAPHY

Herman Jolly arrived in Portland, Oregon from Montana in the winter of 1995 with one thing on his mind: Music! The thriving community of local bands in Portland was a welcoming environment, and certainly a welcomed change from Big Sky Country. It was Portland that introduced Herman to his future wife, Megan Pickerel-singer of Swoon 23, and Megan who introduced him to his future recording partner, Eric Furlong. Herman played each instrument during the Furlong sessions, which resulted in a nine track record called "Tropic of Candycom" and a new band dubbed, Sunset Valley. Soon after the release of the band's debut CASSETTE and the addition of Jonathan Drews, Jeff Saltzman, and Tony Lash to the mix, the trio hit the local music scene hard with Herman's madcap rock songs, thus resulting in a major buzz in the Pacific Northwest, both with fans and the press. Over the next five years, Sunset Valley released four albums and Herman two critically acclaimed solo records.

After many years back in his native Montana, Herman Jolly triumphantly returns to the Northwest (Seattle) to unleash his new music and his new band-Little Pieces. Little Pieces is a result of all those years of life experiences, from his Indie fan fave Sunset Valley days to his much acclaimed earlier solo efforts. Let me tell you...You're in for a real musical treat this time!

FOR FANS OF: Pixies, Wilco, Flaming Lips

GENERAL RELEASE INFO & TESTIMONIALS

- Between his legendary days of being a member of Sunset Valley and recording solo, Herman has released eight records in the past 10 years.
- Tony Lash (Dandy Warhols/Elliott Smith) worked his sonic brilliance on this album.

"Pop Songs skewed into unexpected and appealing shapes." - **Splendidezine.com**

"He can't hide his natural gift for creating clever hooks that just want to make you sink your teeth into them, while you sing along." - **Inmusicwetrust.com**

ADVERTISING

- Aggressive media awareness campaign to target print, radio, and online tastemakers including CMJ, AP, and PureVolume.

PUBLICITY

- National press campaign with Riot Act Media.

TOURING

- Herman Jolly has shared the stage with the following seminal acts over his long acclaimed career: Sonic Youth, Spoon, Frank Black, Death Cab For Cutie, Guided By Voices, and Ween
- Little Pieces will be touring in support of their debut album throughout 2008.

RADIO / VIDEO

- College and specialty radio campaigns impact week of release with Pirate Promotions.
- Herman has received love and spins from KCRW/Los Angeles and KEXP/Seattle.

KEY / TARGET MARKETS

- Seattle (Hometown), Portland, Los Angeles, San Francisco, NYC, Boston, Chicago, Philly, Austin, Raleigh-Durham

MERCHANDISING / P.O.P. TOOLS

- Little Pieces posters available!