

Dave Schmitt – Vocals

Kyle Even – Vocals

When Dave Schmitt and Kyle Even formed Breathe Carolina in 2007 they didn't anticipate that their project which started "just for fun" would explode into an internationally sought-after band in just two short years. But like all the best, most exciting new bands, Breathe Carolina's unprecedented story began with a fan-base that grew organically, fueled by an enviable, rapidly spreading word-of-mouth, and the undeniable spark of something unique.

The story of Breathe Carolina is a modern day music fairytale – one about two friends who recorded tracks on GarageBand at home in Denver, CO, put them on to MySpace and rapidly gained a huge online following that transformed their hobby into a career, and them into stars. "We got started just by hanging out," reflects Kyle. "We just sat in a room and threw ideas back and forth, and had to take trips to the library to talk to people online because we didn't have internet at our house. We honestly weren't expecting anything, we just made some songs and people started hitting us up about them. It's been way crazier than anything we could have imagined it to be."

Gaining over nine million plays on MySpace, they self-released their debut EP *Gossip* on iTunes, and after a phenomenal response released their debut album *It's Classy, Not Classic* in 2008, which entered the Billboard Top 200 at #186. Their genre-clashing blend of crowd-pleasing pop, rock and electronica was a hit, and no longer confined to the bedroom – Breathe Carolina were a global force ready to be heard.

With the new album *Hello Fascination*, released by Fearless Records in August 18<sup>th</sup>, 2009, the band takes their music to a bigger, brighter and more blistering dimension. Recorded with the stellar production team of Mike Green (*Paramore, The Higher, Set Your Goals*) and Matt Squire (*Taking Back Sunday, 3OH!3, Panic At The Disco*), their sound is re-defined and ascends to a new level with the addition of live instruments and hooky pop choruses that beg to be sung back in unison by their adoring legions of fans. "Working on *Hello Fascination* was the craziest writing experience we've ever had," notes Kyle. "We wrote every song in three days or less - we just wanted to follow whatever came into our heads, and that's exactly what we did! This is our vision of everything we are - and we are so excited to share this huge piece of ourselves." The album debuted at #43 on the Billboard Top 200, at #5 on the Independent Chart and #2 on the Electronic Chart. The title track "Hello Fascination" was featured on MTV's *The City*, and received placement on NBC's *Sunday Night Football*, and as the featured track on NBC's *The Jay Leno Show* promos.

With a whole summer on the Vans Warped Tour under their belts and their

previous slots on the Take Action Tour and Family Force 5's U.S. tour, the band is ready to take this incredible album and their already-infamous live show to the streets. Get your jaw off the floor and say *Hello* to Breathe Carolina's *Hello Fascination* - the explosive feel good hit of the summer.