reunion records

provident label group

-- MEDIA ADVISORY --

Acclaimed headlining band **Tenth Avenue North** is set to release its third studio project, ***The Struggle,*** on August 21.

It's current radio single, "Losing," which garnered an impressive 73 adds its first week out, continues its run up the AC/CHR charts with 105 adds and 66 million cumulative impressions to date through radio partners including K-Love, WAY-FM, Air 1 and SiriusXM.

Click HERE to view the new music video for "Losing," directed by Ry Cox and produced by Iris Baker.

For more information on **Tenth Avenue North**, visit: www.tenthavenuenorth.com

About Tenth Avenue North:

Tenth Avenue North –comprising members Mike Donehey (lead vocals/acoustic guitar), Jason Jamison (drummer), Jeff Owen (electric guitar/background vocals), Ruben Juarez (bass) and Brendon Shirley (keys) –first impacted the music community as the best-selling and most played new Christian artist of 2008. In 2009, the group scored No. 1 on *Billboard*'s Hot Christian Songs Artist Chart with "By Your Side," which reached No. 2 on the *Billboard* Hot Christian Songs chart and No. 3 overall for the decade. Such acclaim earned **Tenth Avenue North** the new Artist of the Year title at the Gospel Music Association's 40th Annual Dove Awards. Consequently, its debut album, ***Over and Underneath*** (May 2008), sold more than 100,000 copies in less than seven months and ranked among *Billboard*'s Top 10 Christian Albums of 2009. Currently, the project has surpassed 420,000 sales while the band's combined album sales total more than 700,000.

Tenth Avenue North saw its sophomore record, *The Light Meets The Dark* **(May 2010)**, debut at No. 1 on the Nielsen Christian SoundScan chart and No. 15 on the *Billboard* 200 with first week scans of 21,583. The project secured the No.1 Christian Album chart position at both iTunes and AmazonMP3, reaching Top 5 on iTunes' Overall chart. In 2010, **Tenth Avenue North** also received a Dove Award nomination for Group of the Year and claimed the coveted Song of the Year honor for "By Your Side."

Additionally, the 2009-2010 season marked guest spots on the "Winter Jam" tour, Casting Crowns' "Until the Whole World Hears" tour, a very active summer festival schedule, and **Tenth Avenue North**'s fall 2010 "The Light Meets the Dark" tour. The latter played to 67,000 + fans, selling out more than half its hard ticket dates and generating sponsorships for 1,700 children within Compassion International programs.

Since its last release, *Tenth Avenue North Live: Inside and In Between* (March 2011), a live CD/DVD experience, **Tenth Avenue North** has continued to move through constant streams of feature spots and major tours, most recently wrapping label mate Third Day's fall 2010/spring 2011 "Make Your Move" tour and the fall 2011 "Rock & Worship Roadshow." In 2011 alone, the band performed for audiences in excess of 500,000. Its memorable song "You Are More" was the No. 1 Song of the Year on *Billboard*'s Christian Audience Chart.

Earlier this year, **Tenth Avenue North**'s "By Your Side" achieved digital Gold status, according to the RIAA, signifying 500,000 singles sold. As *Billboard Magazine* assesses, "To say this band is going to be the 'next big thing' feels like an understatement."

For more information on **Tenth Avenue North** and its **August 21** release, ***The Struggle***, please visit: www.tenthavenuenorth.com, www.facebook.com/tenthavenuenorth or www.twitter.com/tenthavenorth.

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