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**TENTH AVENUE NORTH'S HUMAN TOUCH EARNS BAND
A-LEVEL REPUTATION AT RADIO, RETAIL AND ON TOUR**

***40-City "The Light Meets The Dark" Headlining Tour Garners Rave Reviews, Industry Respect
With 65,000 + Fans In Attendance and More Than 50% of Show Dates Sold Out***

Sophomore *The Light Meets The Dark* Surpasses 100,000 Scans Since May Release

(NASHVILLE, Tenn.) November 2, 2010 – **Tenth Avenue North** continues to build an undeniable reputation as the next A-level breakthrough artist in today's Christian music marketplace. The road-steady, Dove Award-winning progressive pop band, anchors itself with a heart for "knowing Christ and making Him known" which is resonating with audiences packing venues across the country to catch *The Light Meets The Dark* fall tour.

In addition to successful headlining tour numbers "You Are More" -- the band's second single from its sophomore *The Light Meets The Dark* (5/11/2010) -- saw significant growth at radio over the past two weeks. **The song is No. 18 on the National Christian Audience chart No. 17 on the AC Indicator chart and No. 20 at AC Monitored with a ranking of No. 23 on the CHR chart.**

"You Are More" is currently being played by 54 percent of AC panel and 71 percent of the CHR panel. Significant markets added over the past two weeks include **KLOVE, the WAY-FM Network, WPOZ/Orlando, KCMS/Seattle, WGTS/Washington D.C., WCIE/The Joy FM Tampa, WLFJ/His Radio Network, WVFJ/Atlanta and KFIS/Fish Portland.** "You Are More" is up to 5,887,700 cumulative impressions (1.2 million weekly impressions in top markets) since its Oct. 1 add date.

The new Tenth Avenue North single (whose concept music video debuted on the KLOVE.com Oct 25) couldn't come at a more appropriate time as national discussions about bullying and peer behavior dominate headlines. "This past weekend one of the KLOVE pastors shared with me that he took five suicide calls. It was a great reminder just how many listeners need to be reminded how special they are in God's eyes," says KLOVE Music Director Scott Smith. "You Are More' reminds millions of KLOVE listeners that because of Jesus, 'they have been re-made!' There is hope!" (To view "You Are More" music video, please visit: http://www.youtube.com/user/tenthavenuenorth#p/u/0/q4Zn4_TluKE).

Programmers around the country have long noted both the timeliness and maturity displayed within Tenth Avenue North's modern pop, and "You Are More" is no exception. "I've loved all of Tenth Avenue North's radio singles, but this one may be the best yet," says Chris Crain, Assistant Program Director, WJIE/Louisville. "This song is the gospel message, set to great music. We really can't play it enough and I think we'll be playing it for years to come."

Johnny Stone, Program Director at WAWZ/New York City, concurs: "Tenth Avenue North is incredibly talented and writes with great wisdom. It's like an 800-year-old man resides in Mike Donehey's head!"

The energy contained within the new music on the band's second full-length album *The Light Meets The Dark* has translated to audiences, with nearly 100,000 units scanned at retail since its May release. That energy is accelerated through its vibrant live shows, with more than half of the dates on the fall tour having sold out and promoters raving about the band's interaction with fans.

"I've followed Tenth Avenue North as they've developed on the road and they've always been great at interacting with fans but I'm still amazed that they stick around until the very last person has been addressed. It's who they are. These guys truly care about the people coming to the shows. It's really a ministry to them," shares Kevin Braun of Generation Exodus Concerts.

"Tenth Avenue North's sophomore album picked up where its debut album left off. Transparency, truth, healing and hope have all continued to connect with the fans, which is very evident in the response we've seen by those attending the band's Fall tour dates," notes Kevin Huffman, Paradigm Agency. "We couldn't be happier to be a part of what they're doing. Having a band on its second national release headlining – and selling out -- a 40+city tour just doesn't happen that often. We're really proud to be part of the Tenth Avenue North team."

Further evidence of this band's incredible momentum is visible in its long standing relationships including that with Compassion International. "These guys embody every aspect of what we look for in an advocate for children. One of my favorite things about Tenth Avenue North is that they were getting kids sponsored at their shows before they had a record deal and before they knew Compassion had an artist program," shares Spence Smith, Artist Relations for Compassion International, the band's primary tour partner. "When Mike Donehey speaks about the band's heart for children living in poverty, the urgency of what he is saying can be felt throughout the room; I believe it's why so many children are getting sponsored at their shows. Compassion is very honored to be partnered with Tenth Avenue North for the long haul and we are excited to be working on some broader plans to take things to the next level in our partnership with the band."

About Tenth Avenue North:

Headliners **Tenth Avenue North**'s highly anticipated sophomore album, *The Light Meets The Dark*, debuted in May 2010 at No. 1 on the Nielsen Christian SoundScan chart and No. 15 on the Billboard Top 200 with first week scans of 21,583. The new album also secured the No.1 Christian Album chart position at both iTunes and AmazonMP3, and reached Top 5 on the iTunes overall chart.

The band's current single "**Healing Begins**" recently climbed into the Top 5 on the AC Monitored Chart reflecting more than 45,114,400 in cumulative spins since its 03/05/10 add date.

Named GMA Dove Awards **New Artist of the Year** at the 40th Annual GMA Dove Awards, **Tenth Avenue North** first impacted the music community as the best-selling and most played new Christian artist of 2008, scoring three No. 1s at radio ("By Your Side" finished the year at No. 2 on the Hot Christian Songs chart, and at No. 3 overall for the decade on said chart) and saw its national debut *Over and Underneath* (5/20/08) cross the 100,000 unit sales mark in less than seven months. To date, *Over and Underneath* has surpassed the 300,000 mark in total album sales.

Tenth Avenue North, made up of members Mike Donehey (lead vocals/acoustic guitar), Jason Jamison (drummer) and Jeff Owen (electric guitar/background vocals), is one of the few debut bands that has experienced enough momentum to headline its own tour – the "Inside and In Between" Tour –with only one album under its belt. The band has been said to "tour relentlessly" which reflects in its contribution to the 2009/2010 Winter Jam tour (which saw a cumulative audience of more than 400,000), immediately followed by an opening slot for Casting Crowns this spring and a full summer festival schedule. The fall will allow **Tenth Avenue North** to embark on its second headlining tour. This breakthrough band received 2 nominations for the 41st Annual GMA Dove Awards in the Group of the Year and Song of the Year categories. Its smash hit, "By Your Side," claimed the **Song of the Year** honor.