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TENTH AVENUE NORTH ENJOYS STREET WEEK SUCCESS WITH LATEST ALBUM, *THE STRUGGLE*

**Project Debuts No. 9 on *Billboard* Top 200;
No. 1 on *Billboard* Contemporary Christian Chart**

**Lead Single “Losing” Continues to Impact Radio
Band Promotes Disc Via Early Fan Events Nationwide**

(Nashville, Tenn.) Aug. 29, 2012—As *Billboard Magazine* declares: “[t]o say this band is going to be the ‘next big thing’ feels like an understatement,” celebrated band **Tenth Avenue North** again lives up to industry and consumer buzz with its third studio project, *The Struggle*, which released Aug. 21. The album debuted this week at No. 9 on the *Billboard* Top 200 and No. 1 on the *Billboard* Contemporary Christian chart, while its first single, “Losing,” maintains strong radio momentum.

The Struggle was preceded to retail by single “Losing,” which readily found an audience at both the Christian AC and CHR formats. The song acquired 73 adds its first week out, making it the most added debut Christian single in 2012 to date. This week “Losing” continues to hold steady at No. 3 on the *Billboard* National Christian Audience chart, No. 3 on the AC Monitored chart and No. 2 at CHR with more than 82,500,000 cumulative impressions. The music video for “Losing” also continues to gain traction at more than 115,000 total views. Watch the video online at www.youtube.com/watch?v=hHcVTbyJqis.

Tenth Avenue North kicked off promotional efforts for *The Struggle* this summer with fan-focused listening events in cities including Columbus, Ohio; Minneapolis and New York. Last week, the group played a fan show in Dallas, sponsored by KLTU-FM, as well as acoustic performances at LifeWay Christian Store locations in Ft. Worth, Texas; Knoxville, Tenn.; and Indianapolis. The latter was sponsored by K-LOVE Radio, who featured **Tenth Avenue North** in this video interview: www.youtube.com/watch?v=Pqu2j0IM3lg&feature=related.

Also in honor of street week, SiriusXM’s The Message channel hosted “Sharing ‘The Struggle’ Week with Tenth Avenue North.” Throughout the week, **Tenth Avenue North** shared on-air about *The Struggle* and introduced songs from the record. As one listener responded, “...thanks for providing this opportunity to us listeners ...I was really touched by their words.” The Message aired a live special taping where invited fans gathered at SiriusXM studios to listen to an exclusive acoustic performance.

Tenth Avenue North will continue to support the new project with a 35-city “The Struggle” tour this fall. Additional support of the *The Struggle* includes extensive feature coverage by *Billboard Magazine*, *CCM Magazine*, *ec: Essential Connection Magazine* and *Collegiate Magazine*, among others. A review by ChristianityToday.com calls *The Struggle* Tenth Avenue North’s “strongest album to date,” while *Billboard Magazine* says, “The group’s combination of ear-grabbing melodies and compelling lyrics (mostly penned by frontman Mike Donehey) are a winning formula the band continues on third album *The Struggle*.”

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

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” and reached 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 GMA 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.”

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.

The band's current project, *The Struggle*, released Aug. 21, 2012. Produced by six-time SESAC Christian Songwriter of the Year, and two-time GRAMMY nominee, Jason Ingram (Chris Tomlin, Sanctus Real), *The Struggle* is a bold, creative leap forward. *The record* acknowledges life-challenges while pointing to the grace that ultimately delivers us from those challenges. *The Struggle* debuted at No. 9 on the *Billboard* 200 and No. 1 on the *Billboard* Contemporary Christian chart. Its lead single “Losing,” is the most added debut Christian single in 2012 to date.

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 **Aug. 21** release, *The Struggle*, please visit: www.tenthavenuenorth.com, www.facebook.com/tenthavenuenorth or www.twitter.com/tenthavenorth.

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