

1st Pressing Vinyl Edition Includes Poster!

ANDREW W.K.

ANDREW W.K.'s euphoric party power is harder than ever on **GOD IS PARTYING!**



RELEASE DATE: 09/10/2021
ARTIST: ANDREW W.K
TITLE: GOD IS PARTYING
LABEL: Napalm Records
HOMETOWN: Michigan, USA
FILE UNDER: Rock, Hard
FORMAT: CD / White LP / Digital
CATALOG #: NPR985JC / NPR985VINYLW
LIST PRICE: \$13.98 (CD) / \$23.98 (LP White)
UPC: 840588138180 (CD) / 840588138074 (1LP) / 840588138104 (digital)
BOX LOT: 25 (CD) / 12 (LP)

5% Discount through 09/14/2021 (Returnable, CD Only)

DESCRIPTION:

Internationally acclaimed hard rock musician and God of Partying, ANDREW W.K., marks another extraordinarily intense chapter in his fabled and perplexing tenure as a pop culture icon, with his fifth full-length rock album, *God Is Partying*, out on September 10, 2021, via Napalm Records. Hovering in the fluorescent spotlight of his legendary party power, *God Is Partying* sees ANDREW W.K. ransack the corners of the human psyche, reaching a triumphant apex in his catalog nearly 20 years after the release of his chart-topping 2001 full-length debut, *I Get Wet*. Showcasing his indisputable musical chops, *God Is Partying* features ANDREW W.K. performing all the album's instruments, in addition to co-producing the album with Grammy Award-winning engineer, Ted Young. Channeling the manic euphoria that has compelled ANDREW W.K.'s auditory insignia for decades, *God Is Partying* is comprised of nine exhilarating exaltations soaked with a flood of epic energy – often traversing nearly impenetrable lyrical themes while remaining refreshingly relatable, inspiring, and vital for survival. From sinister metallic bastions like the buzzing single “Babalon”, to the timeless story telling of “Remember Your Oath”, the album will have fans of embracing their own party power and reveling in the depths of musical euphoria. *God Is Partying* opens triumphantly with ANDREW W.K.'s hyper-melodic keyboard stylings introducing the menacing and magical music of “Everybody Sins”, setting the stage for the dramatic immensity to follow. Tracks like the poetic, “No One To Know”, and the soaring tension of “Stay True To Your Heart”, transport the listener to the precipice of a sonic horizon – rising into synthesizer-infused epics of maximalist rock, each track showcasing another example of ANDREW W.K.'s expanding abilities as a vocalist and songwriter. Only halfway through the album is the listener driven directly into fiery depths with the massive track, “I’m In Heaven”, before ascending into the sonic stratosphere with the tracks, “My Tower” and the album closer, “And Then We Blew Apart”. The album is a true ode to the quiddity of ANDREW W.K. Emotional yet steadfast, ominous yet invigorating, *God Is Partying* embraces both the break-ups and break-downs of life, and ANDREW W.K. once again provides his audience with the perfect soundtrack to celebrate all the intensity life has to offer.



TRACK LISTING:

- A1. Everybody Sins
- A2. Babalon
- A3. No One To Know
- A4. Stay True To Your Heart
- B5. Goddess Partying
- B6. I'm In Heaven
- B7. Remember Your Oath
- B8. My Tower
- B9. And Then We Blew Apart

CD BONUS TRACKS:

- 10. I Made It
- 11. Not Anymore
- 12. Everybody Sins (Radio Edit)

KEY SALES & MARKETING POINTS:

- Official Radio Single „Everybody Sins“ Impacting US/Canada Rock Radio in July!
- Official Videos for “Babalon,” „I’m In Heaven”, „Everybody Sins” & „Stay True To Your Heart”
- Full servicing to national, regional, rock, alternative, metal and lifestyle press & media outlets
- Loud Rock & Specialty Radio promotions via Skateboard Marketing, adding week of release
- Advertising: AP, Revolver, Decibel, Exclaim!, NewNoise, Loudwire, Blabbermouth, YT, FB, IG, and more!
- Napalm Social Follower Stats: 1.8M+ Youtube, 473k+ Facebook, 331k+ Instagram, 41k+ Twitter
- Newsletter e-blasts to 80k+ subscribers via napalmrecords.com & napalmrecordsamerica.com
- iPhone and Android Smartphone APP promo including track-pre-listening, video & news updates!
- For Fans Of: **Meat Loaf, Rob Zombie, Justin Bieber, Halford, King Diamond, and Fozzy**
- Co-op marketing, In-store displays, discounts, rebates, and p.o.p. tools available

TOP MARKETS:

Chicago, Dallas, Atlanta, Los Angeles, New York, Houston, Seattle, Philadelphia, Minneapolis, Cleveland



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