

# endway

***For Immediate Release***

Contact: Traci Coulter  
TCOPR, Inc.  
917.776.9184  
traci@tcopr.com

## **ENDWAY TO ROCK FAMED TAINTED BLUE STUDIOS**

***Band to Launch New Website, EP and Tour in New York City August 4th***

**July 27, 2009 – New York** – Boston-based band Endway will bring their unique sound and incredible live performance to the legendary Tainted Blue Studios in New York City on August 4<sup>th</sup> at 8 pm. The band will use the private performance to launch their new website, ([www.endway.com](http://www.endway.com)) play songs from their new EP, entitled *Running Man* and deliver their sound to an audience of VIPs, press and music industry leaders. Endway will also be part of the studio's "From the Penthouse" showcase that features emerging bands in the intimate setting of Tainted Blue.

The Boston-based band is about to embark on a journey of their own as they launch a new and unique program poised to change the face of the music business. Just as Radiohead encouraged fans to say to hell with the music industry and pay what they wanted for their album "In Rainbows," Endway will offer all their music free. This is not a ploy by a record label to buy other artists on their roster, as there is no label. No need for one. Endway has decided that if you find worth in their music you can choose to donate money to charity instead.

Helping recharge the system has always been a critical Endway initiative. While touring in Costa Rica in 2007, the band was moved by the impoverished country and added days to their trip to stay and help with Robbie Felix Foundation for special needs children. Not stopping there, after the SXSW Music Conference in March 2009, the band drove 10 hours in the other direction to head to New Orleans to help out at New Orleans Animal Rescue League with shelter animals who are still displaced after Hurricane Katrina ravaged the area in 2005.

In addition to helping out the less fortunate, Endway wanted to find a way to reward their fans for helping them. As a result, fans of the band will have the opportunity to embark on their own

journey with the band and their Passport program. The interactive feature will allow Passport members to attend shows, buy merchandise, volunteer with the band at charity events, share the site with friends and many other opportunities to get their Passport "stamped" and win merchandise, trips to Endway's shows and many other things to come.

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Endway enlisted the help of Gary Greenberg, Carlos Perez, Craig Falzone and their team at Allen & Gerritson, the New England-based advertising agency who have done award-winning work for such brands as VH-1 and Comcast and Guitar Hero.

The mission was to find a way to implement the Endway initiative of giving back. Allen & Gerritson were enamored with the charge and helped Endway develop the mechanism, a website and delivery platform, for their initiative. The result is a new site that is crisp and cool and very user-friendly and presents an easy way for Endway's fans to get free music and participate in giving back. And since fans are responsible for Endway's success, the band has created a way to give back to them as well.

The band will also be playing the following shows in the coming months:

July 28, 2009	Lighthouse Tavern	Alexandria, VA
July 29, 2009	315	Salisbury, VA
July 30, 2009	Evening Muse	Charlotte, NC
July 31, 2009	Prana International	Hilton Head, SC
August 1, 2009	The Dive	Goose Creek, SC
August 3, 2009	Tainted Blue Studio	New York, NY
August 4, 2009	Tainted Blue Studio	New York, NY
August 5, 2009	Lighthouse Tavern	Alexandria, VA
August 6, 2009	Fat Tuesdays	Fairfax, VA
August 7, 2009	The Canal Room	New York, NY
August 8, 2009	On the Rocks	Hartford, CT
September 18, 2009	EF Lane Hotel	Keene, NH

#### **ABOUT ENDWAY:**

Endway is Morgan Dorr (lead singer / guitar), Kevin McHugh (guitar / vocals), Scott James (drums) and Brian Lempert (keyboard). Their album, *Action*, was released in the summer of 2008 and follows their successful self-titled 2005 release. Four songs from the debut album are featured on five MTV shows including *The Real World*, *Road Rules*, and *The Hills*. Endway has shared the stage with national acts: All Time Low, Brand New, Boys Like Girls, Hoobastank, Dashboard Confessionals, A New Found Glory, Fair To Midland, Damone, The Lost Prophets, and The White Tie Affair. For more information, go to [www.endway.com](http://www.endway.com).

#### **ABOUT TAINTED BLUE STUDIO:**

Tainted Blue Studio is a top of the line recording facility located in the heart of Times Square, NYC. For years, top artists like Alicia Keys, Snoop Dogg, Paul McCartney, Coldplay, Outkast, Mariah Carey, Papa Roach, Creed and others have made incredible music in this legendary

penthouse space, designed by Larry Swist. Tainted Blue houses cutting edge digital gear as well as authentic analog equipment. At the heart of the studio are active musicians (songwriters, composers, producers and artist developers) that believe the core to any great artist is simple: great material. When you book the studio, you get exclusive use of all the facilities, including a fully-stocked kitchen, bar and lounge area. For more information, please visit: [www.taintedblue.com](http://www.taintedblue.com).

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