



**Artist:** The Survival Code

**Genre:** Rock

**Label:** Good Deed Music Ltd (association for distribution and advice)

**Upcoming Release:** "Hopelessness of people" (release approx Jan/Feb 2018). The album was recorded with MATT HYDE (*Trivium, Slipknot, Ash*) in a few London studios

**Career highlight:** Played Camden Rocks 2017, most recent singles "ONE" and "BROKEN STRINGS" had hundreds of radio plays, both achieving rotation on KERRANG! radio.

**Location:** London

**Sounds like:** Royal Blood, Foo Fighters, Deftones, Alkaline Trio, The Cure, SOAD, Biffy Clyro

*"Their heavy drops and melodious breaks offer up "Big dynamic shifts, impactful choruses, and very clean and tight rhythm section interplay...each track is very well crafted, with slick combination of melody and rhythm" (Midlands rocks)*

**Who are they:**

**Gary McGuinness** (Lead Singer/ Guitarist/ writer/ founder)

**Tom Cook:** (Drummer/Backing Vocals)

The Survival Code are a rock duo based in London. They combine passion, quality musicianship energetic performances and great songs to deliver a unique offering in the music scene today. The lads spent the last four years focussing as a three piece but decided to play as a duo for this new upcoming release for **Gary** and **Tom** have always been the nucleus of the band. TSC have played around 50 shows across the UK since the the end of 2014

This new album is following on the heels of increased awareness of the music in the relevant scenes and of the band's name. The album "MMXV" was released in 2015 with 3 singles, the most successful of which was LIVING A LIE:

*"Astonishingly tight, realised and mature" debut album – MMXV. (Vulture hound) . "MMXV is a strong debut...an absolute must for any rock music fan"(Rocksins)*

MMXV was followed in 2017 by "BROKEN STRINGS" which is the band's most successful release to date:

*"If you're a fan of rock music then you NEED the music of The Survival Code in your life" (My Random Jukebox)*

The first single of the same name made PLANET ROCK, ROCK SHOW and KERRANG! radio rotations along with increased interviews and exposure which lead to the guys playing Camden Rocks in June 2017.

**What is needed:** TSC are currently planning the release of the upcoming album with a view to maximising exposure to get the music heard by as many people as possible. The album name, artwork and singles are pretty much selected but any conversations in that regard are welcome.

-PR

-Pluggger (Spotify and other online playlists)

-Agent are the immediate focus. The ambition is to play higher profile gigs and leverage online presence radio exposure

**Objectives:** There are 12 songs on the album and 4 are likely to be singles. The aim is to have one song out before xmas with an accompanying video to set the tone for next year's album release. This band needs to break through into the main stream with this release and the singles should help them do so as they are the most relatable and catchy yet. The aim is to make smart videos that have a chance of play on TV along with trying to sync our music with anyone creating visuals (tv, games etc). The band will even entertain licensing music for free depending on the exposure and project in question. All of this is working towards a busy Summer festival season where they can use the platform to shout their name from the rooftops.

**Plan for coming months:** TSC have only recently transitioned into being a duo on the recording of the new album and have been busy practicing the new set up. As a result they have not been booking gigs to ensure they album can be produced in a reflective manner. Before Xmas the band needs to affirm singles, receive delivery of finished album and being spreading the word. The band will have a full live album play through by the end of Sept to show how they come across and to help agents understand their sound and where they may fit.

**Currently:** **Gary** is the driving force being the band writing the music, designing the artwork for the release and directing the most recent video. With so much on, including managing social media, gigs and the band, the right team can ensure everyone is working to their strengths and singing from the same hymn sheet to get this music heard by the masses