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## **CLEVELAND BAND THREEFOLD LAW CREATES NEW DEFINITION OF ARTISTIC RELEASE**

### **Songwriting & Storytelling With a Unique Concept**

**CLEVELAND—June 1, 2011**—Threefold Law today introduced a new concept-driven release, “Revenant”. The album based on the story of a desert traveler in ancient Persia engages the listener on a journey of sound, images, and text. Priced at just \$4.99 (\$9.99 on USB drive) for the full recording, or available for \$0.99 per song from iTunes, “Revenant” explores the mystic, universal spirits of the ancients. A deluxe edition which bundles the CD and a “pocket book” paperback version of the short story is available for purchase directly from the band at \$9.99 (\$19.99 on USB drive). In addition, a free companion website allows fans to view related art, listen to the entire recording, and read the accompanying short story.

“We craft songs that tell stories,” says J. Thorn, lead singer of Threefold Law. “The band immediately embraced the idea and went to work in the studio, writing riffs and songs, creating a mythical world through vintage tube amps and down-tuned guitars. I wrote the story as a companion to the music, a way to go deeper into the nuances of the tale.”

“Revenant” comes as a traditional CD with all five songs and liner notes, is available at many online music retail outlets like iTunes and Amazon, and it shines as a free companion website with a complete eBook version of the short story, including a streaming player loaded with all five songs.

Threefold Law pushes the limits of artistic creativity and traditional boundaries, redefining what it means to be a heavy rock band in 2011. The group continues to play throughout Northeast Ohio in support of “MMX” and “Revenant” while beginning production of its next project. In addition, Threefold Law recently won the Heavy Planet/Soda Shop “March Bandness” Competition. The contest featured 64 up-and-coming heavy bands from across the nation in a six week bracket-style tournament.