



**WATERSHED**  
**The Fifth of July**  
 IDOL RECORDS #IR 049  
 FILE UNDER: ROCK  
 LIST PRICE: \$13.99  
 ORIGIN: COLUMBUS, OH



**IDOL RECORDS**

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**SONGS:** 1. Obvious, 2. The Habit, 3. 5<sup>th</sup> of July, 4. Slowly Then Suddenly, 5. Small Doses, 6. Getting Ready, 7. Laundromat, 8. My Lucky Day, 9. New Depression, 10. Going Through The Motions, 11. The Best Is Yet To Come

**THE SCORE:**

Columbus, Ohio-based Watershed is back with their latest Idol release, *5<sup>th</sup> of July*. The follow-up to 2002's *The More It Hurts*, *The More It Works*, this new 11-song platter is stacked start to finish with hook-laden, Marshall-driven gems. It's a collection styled after the rock records of the band's youth, albums like *Give The People What They Want* by The Kinks...quirky, but universal, and always delivered with an immediacy, an urgency that says, "Just wait 'till you hear this!" *5<sup>th</sup> of July* is the hangover, or better yet, it's knowing the hangover is inevitable and not giving a good goddamn. It's about (to quote a lyric the band respectfully borrows from The Velvet Underground) "feeling so good, feeling oh so fine, until tomorrow...but that's just some other time."

**SELLING POINTS:**

- Watershed's Idol Records debut, *The More It Hurts...*, hit #20 on the Columbus SoundScan chart and spent 8 weeks as a Virgin Megastore Top 30 Best Seller.
- *Hurts'* lead track, "Can't Be Myself", was added to regular rotation by WWCD (Columbus), WBZX (Columbus), KANR (Wichita), WYXZ (Mansfield), WAPL (Appleton), XM Satellite Radio, and it garnered specialty show airplay from coast to coast.
- "Can't Be Myself" finished at #10 on WWCD's Top 101 songs of 2002, while the second single, "Anniversary", checked in at #76.
- In January 2003 Can't Be Myself was featured on [abercrombie.com](http://abercrombie.com) and [hollisterco.com](http://hollisterco.com), spawning thousands of downloads and tens of thousands of hits at [watershedcentral.com](http://watershedcentral.com).
- Extensive name recognition from years of national touring with the likes of Cheap Trick, Ben Folds Five, The Smithereens, and (strangely enough) Insane Clown Posse.

**TESTIMONIALS:**

"Watershed's songs are so good other bands should weep like little school girls with skinned knees. They make the kind of brilliant, timeless records that all those pseudo punk pussies only wish they could."

-Lou Brutus (Host, *Hard Drive*-Syndicated Radio Show/Program Director, *Fungus 53*, XM Satellite Radio)

"Watershed is like Soul Asylum, but like Soul Asylum when they were good, before they got run over by a Runaway Train".

- Hamell on Trial

"After *The More It Hurts...*, hearing that the new Watershed release is on the way causes a serious case of Rock 'n' Roll salivation."

- Andy Davis (Program Director, WWCD - Columbus)

**PROMOTION/PRESS:**

- Promotional tools available include color posters and stickers.
- Service and intensive promotion to commercial alternative radio, specialty shows, and college radio. Independent radio promotion will be utilized. Band will be doing in-studio performances and interviews.
- Publicity campaign targeting national magazines, fanzines, alternative weekly papers, and web sites, including interviews, features, and reviews.
- Extensive national tour including college and commercial radio showcases, rock clubs, and all-ages shows.
- Cross-marketing campaign with Abercrombie & Fitch and Hollister, Co.

**DISCOGRAPHY:**

LPs

*Twister*, Epic Records - 1995

*Star Vehicle*, Thundercreek Records - 1998

*The More It Hurts*, *The More It Works*, Carney/Idol Records- 2002

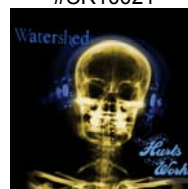
*5<sup>th</sup> of July*, Idol Records - 2004

EPs

*Three Chords and a Cloud of Dust*, Epic Records - 1994

*Watershed/Hoarse*, Idol Records - 1996

The More It Hurts The More It Works  
 Carney/Idol Records  
 #CR10021



Watershed/Hoarse  
 Idol Records  
 #IR009

