



JAGJAGUWAR

SHARON VAN ETTEN TRAMP

Warsaw
Give Out
Serpents
Kevin's
Leonard
In Line
All I Can
We Are Fine
Magic Chords
Ask
I'm Wrong
Joke or a Lie

CATALOG #: JAG201
RELEASE DATE: FEBRUARY 7, 2012
FORMAT: CD/ LP/ DIGITAL
CD BOX LOT: 30
LP BOX LOT: 28
GENRE: AVANT FOLK/ INDIE ROCK
KEY MARKETS: BROOKLYN, NEW YORK,
SEATTLE, PORTLAND, MINNEAPOLIS,
CHICAGO, PHILADELPHIA, WASHINGTON DC,
SAN FRANCISCO, LOS ANGELES

VINYL NOT RETURNABLE

CD UPC: 656605220123



LP UPC: 656605220116



DIGITAL UPC: 656605220161



The shimmering sound of *Tramp* both defies and illuminates the unsteadiness of a life in flux. During the 14 months of scattered recording sessions, **Sharon Van Etten** was without a home - crashing with friends and spreading out her possessions between various locations. The only constant during this time was when Van Etten returned to the garage studio of **The National's** Aaron Dessner.

How much more incredible then that *Tramp* sounds so profoundly effortless and singular-minded. Given the space to experiment, Van Etten pushed herself deeper than ever before, testing different approaches and rejecting many. Van Etten's records have been subtle and powerful - at once heartbreaking, luminous, intricate and beautiful. Now lush and triumphant, this is a fresh vision, and Van Etten has realized it with the same grace that made her first two releases so enduring.

Van Etten's debut, *Because I Was In Love*, was a sparse set of solo songs, all anchored by her instantly unmistakable voice. The following year, *epic* emerged as a gradual surprise to the music world, as Van Etten added a full band to her music. Fans quickly picked favorites, then found their choices changing, often more than once. That was the magic of *epic*; the intricate, understated record covered so much emotional ground within its 33 minutes, you couldn't possibly absorb it all at once, nor stay too long in one place along its journey.

An early fan of Van Etten, Dessner performed *epic* closer "Love More" with Justin Vernon of **Bon Iver**. When Van Etten found out, she contacted him, and almost immediately collaborative plans were made. Dessner had just completed work on his studio, and offered up his new space, as well as his insight as a savvy producer. But with both artists' near-nonstop touring schedule, recording days had to be spread out - a few days here, a couple weeks there, and a lot of floating and flying in between.

The resulting album is an assured and strident one, and *Tramp* showcases an artist in control of her powers, incorporating vivid arrangements and instrumentation into the songwriting. It is a startling collection, filled with as much defiant rock (the precise venom of "Serpents"), as pious, minimal beauty (the breathtaking "Kevin's" and "Joke or a Lie"). There are declarative hymns (in the earnest solemnity of "All I Can"), and remarkably sultry numbers (as in "Magic Chords"). *Tramp* features many stupendous guests, as well, including **Wye Oak's** Jenn Wasner, **Julianna Barwick**, and **Beirut's** Zach Condon, and Dessner himself.

SELLING POINTS

1. Late Night TV will be a key component for this campaign. Late Night with Jimmy Fallon is scheduled a month in advance of release, with a release week performance being pitched presently.
2. A full, national support tour is planned to coincide with release, as well as a plan to tour consistently throughout 2012.
3. Robust non-comm AAA and CMJ campaigns are being plotted with the intention to ramp up to a Commercial AAA campaign.
4. The artist took an advance promotional trip, playing the record for key press, radio, and retail proponents.
5. Posters are available, and a sticker with press quotes will be on the retail edition of the album. LP version comes with a coupon to download the record.



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