



JAGJAGUWAR

BON IVER

22/10

CATALOG #: JAG299
RELEASE DATE: SEPTEMBER 30, 2016
FORMAT: 12"/DIGITAL

12" BOX LOT: 25

GENRE: ALTERNATIVE
KEY MARKETS: MINNEAPOLIS, NEW YORK,
LOS ANGELES, EAU CLAIRE, CHICAGO,
PORTLAND, SEATTLE, NASHVILLE, SAN
FRANCISCO, AUSTIN, LONDON, BERLIN,
SYDNEY, TOKYO, AMSTERDAM, PARIS

TERRITORY RESTRICTIONS: EXCLUSIVE TO
HOSTESS IN JAPAN
VINYL NOT RETURNABLE

ABOUT THE 12"

Limited to 25,000 copies worldwide, the 22/10 12" contains extended versions of the first two tracks from Bon Iver's highly anticipated new album, 22, *A Million*. First made available to attendees of the 2016 Eaux Claires Festival, red and white vinyl versions are available in select stores worldwide for purchase along side 22, *A Million*.

ABOUT THE ALBUM

22, *A Million* is part love letter, part final resting place of two decades of searching for self-understanding like a religion. And the inner-resolution of maybe never finding that understanding. The album's 10 poly-fi recordings are a collection of sacred moments, love's torment and salvation, contexts of intense memories, signs that you can pin meaning onto or disregard as coincidence. If *Bon Iver*, *Bon Iver* built a habitat rooted in physical spaces, then 22, *A Million* is the letting go of that attachment to a place.

TRACK LIST

SIDE A:
1. 22 (OVER S∞∞N) [Bob Moose
Extended Cab Version]

SIDE B:
2. 10 d E A T h b R E a s T ☒ ☒
(Extended Version)

12" UPC: 656605229911



DIGITAL UPC: 656605229966



SELLING POINTS

- Highly anticipated follow-up to 2011's Grammy-winning *Bon Iver*, *Bon Iver* (Best Alternative Music Album, Best New Artist).
- Bon Iver's catalogue has sold well over 2 million copies globally. Both previous albums are certified gold: *For Emma*, *Forever Ago* (2008) and *Bon Iver*, *Bon Iver* (2011).
- Vinyl is a big part of the sales base, with 300k pieces of vinyl catalogue sold in the US alone. Both previous albums remain on Soundscan's vinyl album charts, years after being released.
- Entire west coast tour sold out prior to album announce, including Hollywood Bowl. Headlining major music festivals around the world in 2017.
- September 14 performance confirmed for The Tonight Show Starring Jimmy Fallon. Other major TV performances will follow.



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