

# JAGJAGUWAR

# BON IVER 22, A MILLION



CATALOG #: JAG300  
RELEASE DATE: SEPTEMBER 30, 2016  
FORMAT: CD/LP/CASSETTE/DIGITAL

CD BOX LOT: 30  
LP BOX LOT: 25  
CASSETTE 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

CD UPC: 656605230023



LP UPC: 656605230016



CASSETTE UPC: 656605230047



DIGITAL UPC: 656605230061



## 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 $\infty\infty$ N)
2. 10 d E A T h b R E a s T ☒ ☒
3. 715 - CR $\Sigma\Sigma$ KS
4. 33 "GOD"
5. 29 #Strafford APTS

### SIDE B:

6. 666  $\downarrow$
7. 21 M $\diamond\diamond$ N WATER
8. 8 (circle)
9.     45
10. 00000 Million

## 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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