ALEX CAMERON
JUMPING THE SHARK

SECRETLY CANADIAN

CATALOG #: **SC334**
RELEASE DATE: **AUGUST 19, 2016**
FORMAT: **CASSETTE/CD/LP/DIGITAL**

CASSETTE BOX LOT: **25**
CD BOX LOT: **30**
LP BOX LOT: **40**

GENRE: **ALTERNATIVE**
KEY MARKETS: **NEW YORK, LOS ANGELES, CHICAGO, SAN FRANCISCO, SEATTLE, AUSTIN**

TERRITORY RESTRICTIONS: **EXCLUSIVE TO HOSTESS IN SOUTHEAST ASIA**
VINYL NOT RETURNABLE

CD UPC: 656605033426

6 56605 03342 6

LP UPC: 656605033419

6 56605 03341 9

CASSETTE UPC: 656605033433

6 56605 03343 3

DIGITAL UPC: 656605033464

6 56605 03346 4

ABOUT THE ALBUM

My name is Alex Cameron and I won't waste your time. You talk about my business partner, Roy Molloy and me, you're talking about the online cowboys in the wild-west days of the World Wide Web. If you want to know what we're really about, the elbow of the whole scenario, just look at all the things you wish you'd done differently. All the things you stopped yourself from doing on account of the fear of failure, or rejection. Weigh that up against your ambitions. Think about your work ethic. We're reclaiming failure as an act of progress. An act of learning. Something to celebrate.

A word's meaning can change depending on who utters the thing; and so we present characters - shapes are morphed and stories are delivered. This is a collection of 4-minute tales written to provide you with insight into the inner workings of failed ambitions and self-destruction. Unedited, uncensored, and without inhibition. I've learned to reveal what I want to unlearn. I cast a light on the darkness and in doing so understand love and compassion. Fear is to be confronted, and to learn strictly requires failure - over and over. Celebrate failure with *Jumping The Shark*.

TRACK LIST

SIDE A:
1. Happy Ending
2. Gone South
3. Real Bad Lookin'
4. The Comeback

SIDE B:
5. She's Mine
6. The Internet
7. Mongrel
8. Take Care of Business

SELLING POINTS

- Tour support scheduled for Mac Demarco, Unknown Mortal Orchestra and Kevin Morby in summer/fall 2016

- "She's Mine," first single off *Jumping The Shark*, named "Best Music of the Week" at The Guardian