

# THE MUSIC RECORDING INDUSTRY IS IN THE TOILET—SO LET’S START A RECORD LABEL

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(San Francisco, CA) A new and truly independent record label, **Gun Horse Records** (GHR), launches in the San Francisco Bay Area. The Mission: Make music. Record. Pay the rent. Sleep. Start over.

The music industry could be considered to be in the worst decline as an industry, but what isn't declining? The artists and their art. We've recognized this shift in the music industry, and believe that the independent artist can make it without big-label subjective ideas, over-processed logistics and red tape. GHR caters to the independent artist, and rewards the independent fan.

Gregory Cooper, GHR's owner, is a musician, artist, designer and marketer. Additionally, runs a design business, moonlights as a comic strip illustrator and has a day job. His comments:

*"I come from a 17+ year design, marketing and a high-tech background, and I want to include that experience in the music space. While researching the music industry I hit a stopping point. I thought the business itself was archaic compared to this new distribution model of independent music. I couldn't figure out why bands would want to be on a label in the old industry."*

*"I know what inspires me, and I'm going to support the music and those friends that create it. Hopefully that hard work will support the label. As the major labels are diminishing, why wouldn't it be the perfect time to start up one? I'm too naive to know any better. "*

The music biz is now all about the artist being that "troubadour". Artists should just simply play out, and their fan base will grow. GHR enables this process and provides fans a truly high-end experience. In contrast, many major labels try to

deconstruct ways to throw money at their packaged products. It just isn't working. The music is either good or it's not.

All of our marketing and public relations is done in-house, without big physical distribution. We are nimble, and we utilize all of the powerful online tools available to provide a great experience for fans.

*"I'm already way over budget so I fired my PR dept., Publicist, Advertising, Producer, Project Manager, Copywriter, and sales team. I'm doing it all."*

So, a new label is launched.

### **Artist: on the Gun Horse Records roster:**

#### **Sit Kitty Sit**

The new album "Beautiful / Terrible" The new album is available exclusively on the newly launched record label [<http://www.gunhorse.com/>]. You can get a free download of their track "My Beloved" [ [here](#) ] At the time of this writing, the album will be available on all the pertinent streaming sites; iTunes, Spotify, Amazon etc.

Regarding recent press, a track from their first album, "Purge" was selected for Music Hype's Track of the Week:

*"Stripped to its bare essentials; some classy piano leads render a kooky-ish slice of pop music, complimented by some fantastic vocal melodicism from the Bay Area's Sit Kitty Sit"*

Sit Kitty Sit is playing the bay area scene.

Highlights include:

- a recent record release party at the Bottom of the Hill in SF
- Dates in Austin, TX, March 14th-16th, alongside SXSW
- playing the inaugural Bask Festival in Sonoma County in July Sat 21<sup>st</sup>
- mini west coast tour is currently being scheduled

#### **Spirit Camera**

Their debut EP will be available in late April. More information will be released in March.

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