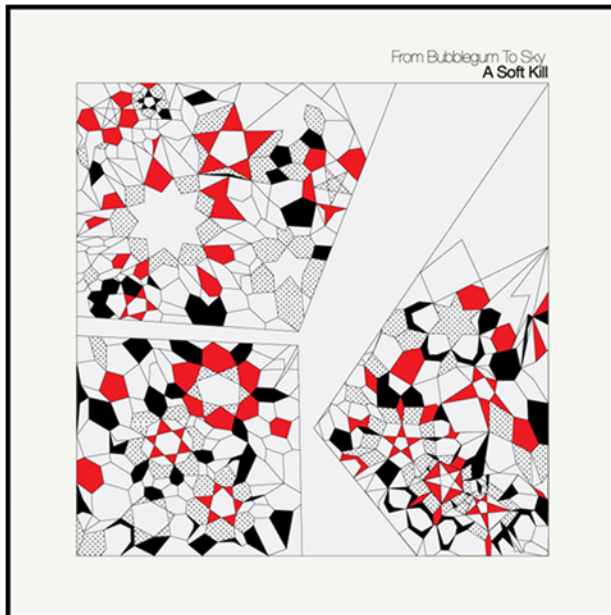




# From Bubblegum To Sky **A Soft Kill**



## TRACKLISTING

1. The King of Failed
2. The Flash
3. I always Fall Apart
4. Guest Relations\*
5. Say Goodbye
6. My Je m'apelle
7. A Soft Kill
8. Even the Sunbeams\*
9. Flies On A Jet Plane
10. Captain Tennille
11. Downtown or Up?

\* focus tracks

*A Soft Kill* will be available as a digital download and vinyl LP only. The vinyl configuration will come packaged with a t-shirt designed by Brown Sound Clothing Company and a code to download the album digitally for free.

LP: em-032-1  
Genre: Pop/Rock

**Release Date: June 3, 2008**

## BIOGRAPHY

Mario Hernandez is From Bubblegum to Sky. It's a solo thing with a band-like moniker. "I chose the name From Bubblegum to Sky, because I didn't want it to be like a "Mario Hernandez" thing. It would feel odd for me to see my name on a record like that. I feel like it's a band, even though it's just me. The things that people are doing to me, or I'm doing to them, or whatever experiences I'm having -- that's the band. I couldn't write without those experiences and in a way that's what a band member does." The latest project takes more of a DIY free form. Mario says, "This record is much more inspired -- less obvious indie pop, more organic and drunk; cathartic where the songs flow out naturally. I just write songs, whatever that means. It's an outlet and easily my favorite record. I needed to prove to myself that I could do everything without having to plan to do everything. This was the least stressful, easiest recording process. I was pulling from the interpretations of the players on some things while adding structure where I thought structure needed to be. The songs edited themselves." "A Soft Kill" brings to mind the concept of the vices people use to kill themselves slowly. Not a murder, but a soft kill. His recent move to NYC following recording affected the record first by forcing him to buckle down and finish it, but later proved to recharge his interest in music. There were thoughts that this was to be the last From Bubblegum to Sky effort, but the new city and new interests breathed new life into the songs. Touring is possible now, re-locating band members and the less expansive east coast lends itself to easy access for a live show to blossom. From the earlier offerings which proved his indie pop chops and gained him the necessary cred to the latest development expounding on how those things now come naturally, it's obvious there's much more to come. From Bubblegum to Sky have proved beyond a doubt that the sky's the limit.

## TARGET MARKETS

New York (hometown), Los Angeles, San Francisco, Boston, Seattle, Portland, Chicago, Denver, Austin

## RETAIL

Extremely limited availability in lifestyle outlets and online only.

## PUBLICITY

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