

"A Choice The World Is Waiting For You To Make"

Dear Sir(s) and/or Madam(s),

We are aware that indeed you must be inundated with unsolicited submissions in varying degrees of completion from bands of all denominations and merit. However we at Library Industries are fully confident that you have never received such a stunningly impressive debut as *Too Late For Space*. An album full of so many surefire hits of such timely import comes along perhaps once a decade. What is odd and surprising is even the most topical songs (some prescient considering the time of composition) are subtle enough to simultaneously be age-old questions and present-day answers. Ancient and contemporary. And funny too.

The space trappings that Athletic often operate in are as timely as the brilliant yet hilarious lyrics. Much more than a flashy gimmick this theme allows the band to explore issues of allegiance and identity that are everyone's earthly concerns. However, if viewed as a gimmick, it is a longstanding ploy whose time has come. There's a surplus of space / rock activity on the horizon. Indeed, a fluffy boy-bander is on his way into orbit. Yet Athletic is yesterday's boy band tomorrow, men who have mastered the art of writing catchy tunes—tomorrow's hits today. Indeed the timeless element of all this is the quality of the songs—songs memorized by the audience upon first listen and requested at the first opportunity. Now is the time for these songs to enliven the world and deepen the pockets of your label and our beloved Athletic. Now is the time to launch a preemptive strike against all space rock interlopers and reap the immediate benefits that the support of your label can bestow upon this enterprise.

Athletic exists as a rock band, an acoustic band, and a performance collective. Their stage musical, *Lifetime Achievement Award*, demonstrates (as the songs do) Athletic's ability to entertain with substance. They were recently invited to revive *Lifetime Achievement Award* at Chicago's renowned Rhinoceros Theater Festival. They have performed as a rock band at Chicago's premier clubs such as Empty Bottle, The Hideout, and Double Door, always outshining the rest of the bill. What Athletic needs now is the opportunity to bring their recently completed album to market, to share their inspiration & hard work with a large audience waiting for the next great rock band to storm the airwaves.

Recorded by Todd Rittmann of widely acclaimed outfit U.S. Maple, *Too Late For Space* includes many of Athletic's crowd pleasers as well as moments of the band at its most challenging. It is a cohesive and astonishing long player that will net great returns critically and financially for Athletic and for the label daring enough to take a chance on the brave arrival of the folkrockaboom that *Too Late For Space* announces. It is too late for space, too late for the fantasy of instellar redemption. But right here on Earth the time is now for you to enter a rewarding and succesful partnership with the world's newest heroes and chart-toppers, Athletic.

www.athletiquette.com

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