

YO LA TENGO FADE

OUT NOW

Fade is classic Yo La Tengo:
honest, unpretentious and, above all, catchy.
Los Angeles Times

The band revels
in its pop modesty,
as beautifully as ever.
Rolling Stone



Among the most consistently
rewarding bands of our time
NPR

They play small, careful,
gentle and arranged music,
and then they play big, noisy,
gestural and improvised mu-
sic, flicking between one and
the other as if those two dis-
positions were connected
back at the riverhead. Clear,
detailed and extraordinary.
New York Times

Impeccably crafted. As always,
Yo La Tengo showcases many
musical sides and finds a way
to own them all.

Pitchfork

RETAIL: Yo La Tengo's highest scan + chart position of their career. Debuts at #26 (Top 200) with 15,000 scanned. #1 Vinyl, #4 Independent Albums + #5 Alternative Albums. #1 @ CIMS, Amoeba (LA/SF), Other Music (NYC), Newbury Comics (Boston), + Easy Street (Seattle). Free, all ages West Coast In-store Tour street week (Fingerprints/Long Beach, Amoeba/LA +SF, Easy St/Seattle); Upstairs At The Square album release event at Barnes & Noble (NYC).

PRESS: The New Yorker, SPIN, New York Times, NPR, Pitchfork, Paste, Entertainment Weekly, + many more. 8.3 Metacritic

MEDIA: Late Night With Jimmy Fallon; Pitchfork Advance (the first ever!); "Before We Run" Youtube Album Announcement (150k streams); "I'll Be Around" video directed by Phil Morrison (Junebug); NPR Tiny Desk session

RADIO: #1 CMJ Radio 200, CMJ Triple A, + DUSTED charts. #1 KEXP (Seattle), #1 KCMP (Minneapolis), #4 KCRW (Los Angeles). Key radio sessions include WXPN World Cafe, WNYC Sound Check, + KEXP

SOCIAL MEDIA: Twitter: 70,000 followers / Facebook: 40,000 likes

