

Last Update: 05/26/11

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Merchandise



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**ARTIST: Taking Back Sunday**

**TITLE: Robot Slim Fit T-Shirt (L)**

Label: WBN/Warner Bros. Non-Music

Config & Selection #: MH 63276

Street Date: 11/20/07

Order Due Date: 10/31/07

UPC: 809736327685

Box Count: 15

Unit Per Set: 1

SRP: \$12

Alphabetize Under: T

**OTHER SIZES:**

MH:809736327487 Robot Slim Fit T-shirt (S)(\$12)

MH:809736327388 Robot Slim Fit T-Shirt (YL)(\$20)

MH:809736327784 Robot Slim Fit T-Shirt (XL)(\$12)

MH:809736327289 Robot Youth Slim Fit T-Shirt (M)(\$20)

**DESIGN**



**ALBUM FACTS**

Genre: Rock

**ARTIST & INFO**

Hometown: Long Island

**Taking Back Sunday** vocalist Adam Lazzara, guitarist Eddie Reyes and drummer Mark O'Connell have reunited with vocalist/guitarist John Nolan and bass player Shaun Cooper, who departed in 2003 after the release of their 2002 debut *Tell All Your Friends*. *Tell All Your Friends* has sold over one million records worldwide, spawned breakthrough anthem "Cute Without the 'E' (Cut from the Team)" and launched the band as one of the most influential of its generation.

Since the release of *Tell All Your Friends*, **Taking Back Sunday** has released three more studio albums, which have sold over two million copies, headlined arenas, toured multiple times in amphitheaters with bands such as Linkin Park, Weezer and Blink-182, and shared Festival Stages with the likes of The Police, The Smashing Pumpkins, Radiohead and Phoenix. Cooper and Nolan, meanwhile, went on to form critically-acclaimed band Straylight Run, who in 2007 released *The Needles The Space*, headlined Warped Tour and performed on Late Night with Conan O'Brien. However, all of the members admit that there is a certain chemistry that only exists when these five musicians are together in the same room.

**MARKETING POINTS**

**Press & Publicity:**

- AP Magazine "Oral History" COVER and 6-page feature in July issue (on stands in June)



**AVAILABLE MERCH**



[I Heart Taking Back Sunday Slim Fit T-Shirt White](#)



[Hear Me Roar Slim Fit T-Shirt Royal Blue](#)



[Dice Slim Fit T-Shirt Black](#)



[Cracked Slim Fit T-Shirt Black](#)



[Classic American Slim Fit T-Shirt Black](#)

- SPIN feature in July issue
- FUSE: Hoppus On Music Interview airs 5/13

**Video Rotation:**

- "Faith" official video to premiere first week of June

**Info:**

- Just headlined Bamboozle Festival on 4/30
- Mid-June/July US Tour (with Thursday)

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**ARTIST CATALOG**

| <b>LBL</b> | <b>SEL#</b> | <b>CFG</b> | <b>ARTIST</b>         | <b>TITLE</b>                                  | <b>UPC</b>   | <b>SRP</b> |
|------------|-------------|------------|-----------------------|---|--------------|------------|
| WB         | 527870      | CD         | Taking Back<br>Sunday | <a href="#">Taking Back Sunday (06/28/11)</a> | 093624957416 | \$13.99    |