



FOR IMMEDIATE RELEASE

Contact: Jackie Marushka Luttrell
Phone: 615-261-6500
pr@pmgsonymusic.com

JARS OF CLAY LAUNCHES LANDMARK RELEASE WEEK

Headlines Creative Artists Agency Showcase Sunday
Engages Media Fest All Day Monday
Streets Eagerly Anticipated Album *The Long Fall Back To Earth* Tuesday
Booked by Big Kenny for All-Star Benefit Concert Wednesday
40th Annual Dove Awards Thursday
Kicks Off 23-City "Two Hands Tour" Friday
"Two Hands" Multi-Format Radio Hit Goes Top 10

(Nashville, Tenn.) April 19, 2009 – Riding high on the success of its new multi-format radio hit, "**Two Hands**," three-time GRAMMY Award-winning and multi-Platinum band **Jars of Clay** begins a landmark album release week today with a headlining performance at the Creative Artists Agency showcase in Nashville.

The band will follow its CAA showcase for concert promoters with an all day media fest of interviews tomorrow (Monday). The centerpiece of the week arrives Tuesday with the release of **Jars of Clay's** widely-anticipated new album, *The Long Fall Back to Earth* (Gray Matters/Essential). The band will begin the big day by hosting a GMA Week media breakfast and then embark on another series of interviews.

Big Kenny (Big & Rich) booked **Jars of Clay** to perform the next day, Wednesday, as part of a star-studded lineup at the inaugural Nashville4Africa benefit at the Schermerhorn Symphony Center. The other artists on the bill are **Keith Urban, Faith Hill, Big Kenny, Third Day, Dierks Bentley, Brad Arnold (3 Doors Down), Ashley Cleveland, Damien Horne, The Steeldrivers, Brandon Young, Michael Rhodes** and very special guests the **African Children's Choir**. Proceeds from benefit will support the building of two schools and funding additional educational efforts in Africa. Tickets for the event start at **\$30.00** and are on sale at www.nashvillesymphony.org or by calling the Symphony Center box office at 615-687-6400.

"Just when we thought the set-up for *The Long Fall Back to Earth* couldn't get any better, **Big Kenny** invited us to perform at this high-profile event on behalf of Africa," says **Jars of Clay** front man **Dan Haseltine**. "Having your album launched with a hit single, a coast-to-coast tour and, most importantly, a loyal fanbase is one thing, but this is an unexpected honor and opportunity to serve."

-more-

After attending The GMA Dove Awards the next night, **Jars of Clay** kicks off its 23-city spring 2009 "**Two Hands Tour**" on Friday in Lincoln, Neb. (The run of dates will conclude in Lawrenceburg, Tenn. on June 19.) The "**Two Hands Tour**" also features special guests **Seabird**, the emerging Credential Records rock act recently honored by its hometown as the "2008 Artist of the Year" at the Cincinnati Entertainment Awards. The "**Two Hands Tour**" itinerary and ticket information is posted on www.JarsOfClay.com.

As the lead single from *The Long Fall Back To Earth*, **Jars of Clay's "Two Hands"** is generating a faster response from Christian radio than any of its hits in recent history. The track is not only a Top 10 hit among reporting CHR stations, it was also the most added song at AC radio this week as it entered the Top 20 on that chart.

"It's great to hear the sweet sounds of **Jars** back on the air here in SoCal," says Fish-Los Angeles Program Director **Chuck Tyler**. "'Two Hands' is awesome..." **Scott Valentine**, the Program Director at KCMS in Seattle echoes the song's broad and immediate appeal. "We wanted something Spring-like and fresh on our rotation and **Jars** did it again with 'Two Hands'," he says. "The talent, arrangement, and lyrics of this song affirm once again why this band is so multidimensionally stellar!"

KFIS in Portland rounded out the song's major West Coast adds recently as "**Two Hands**" appeal stretched across the country with high profile adds in Dallas (KLTY), Atlanta (WFSH), Houston (KSBJ), Orlando (WPOZ) and Grand Rapids (WCSG), among many others.

With the "**Two Hands**" single increasing anticipation for *The Long Fall Back To Earth*, music retailers will also benefit from repeated airings this month of **Jars of Clay's** appearance on the new Gospel Music Channel program "Revealed." Each episode of the GMC original series features never-before-heard stories behind the songs and exclusive live performances "up close and personal." □ Known for its ground-breaking, intelligent music and humanitarian work worldwide, **Jars of Clay** artfully explores matters of relationship and community through the songs on *The Long Fall Back To Earth*, which will be the band's 10th studio album. The musically sophisticated 14-track project can be pre-ordered now via a special promotion at iTunes.

Co-produced by **Jars of Clay** and veteran helmsman **Ron Aniello** (Guster, Lifehouse, Leigh Nash), *The Long Fall Back To Earth* expands on the musical palette developed for **Jars'** last project, *Good Monsters*: driving songs with more synth, beats and loops, but keeping the band's hard-won appreciation for rock guitars intact. The effect is a sweeping musical landscape full of detail, contrast and richness.

About Jars Of Clay

Jars of Clay launched its breakout career with its multi-format hit, "Flood," in 1995. Since then, it's amassed more than six million in career sales (4 Gold, 2 platinum and 1 double platinum certification), an American Music Award nod, 17 No.1 radio hits, and numerous film credits and BMI honors for songwriting and performing.

While celebrated for its music and writing, Jars of Clay is most concerned with the needs in Africa. Compelled to make a difference, members Dan Haseltine, Stephen Mason, Matt Odmark and Charlie Lowell founded the Blood:Water Mission in early 2002. The first effort of this non-profit was the "1000 Wells Project" with a goal of raising funds to build, rebuild and repair 1000 wells in urban and

rural areas of sub-Saharan Africa. This year Jars of Clay will celebrate the building of the 1000th well which will help bring clean water to more than 450,000 people. (www.bloodwatermission.com)

Earlier this month, the Joy FM network's WJIS in Sarasota, which broadcasts across central and southwest Florida, surprised **Jars of Clay** with a \$1,000 check for Blood:Water Mission. The donation came from the station's morning show--*The Morning Cruise with Dave, Bill and Carmen*--via its participation in 40 Days of Water, a grass-roots campaign to divert money normally spent on beverages, into a donation pool.

###