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## **THIRD DAY'S "REVELATION" TOUR AND ALBUM DEFY MARKET TRENDS**

### **Band's 34-City Quest Notches Repeated Sellout Dates**

### **After Eight Months Album Continually Selling 5,000-plus Copies Weekly**

*Following the success of "Call My Name" -- Which held No. 1 for 12 Consecutive Weeks --  
"Revelation" Maintains Sixth Week at No. 1*

(Nashville, Tenn.) March 26, 2009 – The multi-platinum, GRAMMY and AMA winning rock band **Third Day** is celebrating sold-out tour dates, a hit album, and a continual No. 1 radio single.

The renowned band kicked off its spring "**Revelation Tour**" this month and has already seen its dates in Green Bay, WI, Pittsburgh, PA, Worcester, MA, Shreveport, LA and the forthcoming show in Macon, GA sell out. While other major acts are starting to bow to the current economic climate by slashing general admission ticket prices, **Third Day**'s fan support remains as vibrant as ever. A prime example was the recent stop in Jonesboro where 4,600 of the band's fans converged on Arkansas State University's Convention Center.

"We're humbled by the overwhelming response of our fans to this tour," says **Third Day** guitarist **Mark Lee**. "And I don't just mean the attendance. While there's a lot of talk these days about concerts and movies being a chance for people to escape from reality, we consider it an honor to help them confront their anxiety head-on. We want our concerts to be about finding hope in the midst of difficulty."

The "**Revelation Tour**," which also features reigning "New Artist of the Year" and recent double-GRAMMY nominee, **Brandon Heath**, and new four-piece pop/rock band, **Revive**, launched March 5 in Champagne, IL and will conclude in Abbotsford, BC on May 9.

While **Third Day** is on top of the proverbial world right now, there is bitter-sweet fallout that comes with a run of dates as successful as the "**Revelation Tour**." Dan Fife, of Dan Fife Communications & Marketing for Awakening Events, explains. "We have heard from so many people telling us how remarkable the Revelation Tour was last weekend. We have had three sold out shows with Third Day since *Revelation* hit the shelves, and I have another show this weekend that looks like it will make it to capacity! We really appreciate the support we get from the band, CAA and their management to help pull these shows off... there is a real team effort here. Obviously, when you put over 4,000 people into a venue in this environment, there is something special happening, and we are excited to be a part of it."

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These days, **Third Day** is celebrating more than their fantastic tour. The band's latest, No. 1-debuting album, *Revelation* (7/29), is approaching 350,000 units sold as the record continues to move more than 5,000 copies each week. After eight months out, the album remains in the Top 15 of the Christian Nielsen SoundScan sales chart. Meanwhile, the record's current single, "Revelation," holds the No. 1 spot at Christian radio for the sixth consecutive week.

All this momentum is creating a sort of perfect storm as **Third Day** gears up for the April 7 release of its latest project, a DVD/CD titled *Live Revelations: On Stage, Off Stage, Backstage*. The 75-minute documentary seamlessly blends **Third Day**'s engaging live concert experience with exclusive behind-the-scenes moments as only an "all access" pass can offer. Fans will get a personal glimpse of the band living day-to-day with family and friends during the previous tour. *Live Revelations* also features the moving music video for the hit song "Revelation." The accompanying audio disc places the listener in the front row as it features nine tracks drawn from **Third Day**'s summer and fall 2008 tour dates, showcasing songs including, "This Is Who I Am," "Otherside" and "I Will Always Be True." A highlight of the CD is the live collaboration with **Switchfoot**, **Jars of Clay** and **Robert Randolph & The Family Band** for a cover of the **U2/B.B. King** classic "When Love Comes To Town," captured on last year's "**Music Builds Tour**."

In support of the "**Revelation Tour**," **Third Day** has already been interviewed by more than twenty newspapers including the *Green Bay Gazette & Post Crescent*, Pittsburgh's *Observer Reporter*, *The Bangor Daily News*, *The San Antonio Express News* and *The Shreveport Times*. The tour continues **Third Day**'s tradition of "paying it forward" by donating \$1 per ticket sold to charitable organizations through its "Come Together Fund." Through this fund, **Third Day** has been able to serve charities such as Habitat For Humanity, Blood:Water Mission, World Vision's Hope Child Initiative and is responsible for more than a million dollars in donations over the last 4 years to disaster relief in and outside of the U.S.

A complete list of the "**Revelation Tour's**" remaining dates is posted on [www.ThirdDay.com](http://www.ThirdDay.com).  
(The direct link to purchase tickets is: <http://www.ThirdDay.com/touring.htm>)

### **About Third Day:**

Over the past decade, rock band **Third Day** (made up of members Mac Powell, Tai Anderson, David Carr and Mark Lee) has racked up 26 No. 1 radio singles and sold close to seven million albums. The band has garnered 23 career Dove Awards, three GRAMMY Awards (with eight career nominations), an American Music Award, three AMA nominations and multiple ASCAP honors.

One of the top-ranked touring bands according to *Pollstar* magazine, **Third Day** has played for audiences reaching into the millions. Due to its mass appeal, **Third Day** has been featured by top media outlets including "The Tonight Show with Jay Leno" (NBC), "The Late Late Show with Craig Ferguson" (CBS), "60 Minutes" (CBS), ABC's "Nightline," *USA Today*, *New York Times* and even graced the cover of *Billboard* magazine (June 7, 2008).

While celebrated for its live shows and chart-topping album sales, **Third Day** is also highly respected for its humanitarian efforts. The band actively supports the ONE Campaign, Blood:Water Mission, Habitat for Humanity and World Vision. **Third Day** recently established the "Come Together Fund" as a vehicle to direct a portion of concert proceeds to grassroots humanitarian efforts around the world.

For more information on **Third Day**, please visit: [www.ThirdDay.com](http://www.ThirdDay.com).