

December 13, 2011
FOR IMMEDIATE RELEASE

HEYPENNY RELEASE NEW RECORD FOR FREE HOURS AFTER THEY FINISH MASTERING

VIDEO PREMIERE FOR FIRST SINGLE "LA LA LOUD"

Nashville, TN based indie-pop rockers HEYPENNY are thrilled to release their new record titled TENDRE today to their fans via a music distribution site called Noisetrade. The band literally finished mastering late last night and decided to get it in the hands of fans immediately.

"A lot of times, bands will hold off through the holidays and release music in the new year, but we decided why wait? Let's give our friends, family and fans an early Christmas present!" says drummer Aaron Distler.

The songs are from very different periods of writing/recording and offer a glimpse of Heypenny's softer, prettier side. The idea behind TENDRE marries Heypenny's tight, succinct and staccato songwriting with soft, delicate melodies, strings and horns. The word tendre is actually a contronym or an auto-antonym -- that is, it is a word that is its own opposite (like the English word "cleave", which can mean "to separate" and "to put together"). When "tendre" is used as a verb, it means "to tighten" or "to make taut". However, as an adjective it means "soft" or "delicate".

TENDRE is a collection of songs that have been enduring Heypenny's frantic rhythms and jumping about in order to join together and show their quieter, calmer side. "They were gathered from the woods, other towns, other albums and the imagination. Some are quite old; some are quite new" explains singer Ben Elkins.

To go along with the record release the band is also premiering the video for "La La Loud" the first single off of TENDRE. Recorded from sun down to sun up at a beautiful house and Shelby Park, both in East Nashville, the band recreated a dinner party from the 1920's that ends up going all night long. The video was filmed by Victor Huckabee and edited by Elkins himself.

The band will be playing a couple shows to celebrate the release of TENDRE and will be hitting the road for a US tour in February and March.

December 3 @ Lamasco in Evansville, IN – Tendre Release Party
December 30 @ Exit/In in Nashville, TN (w/ Moon Taxi) – End of Year Party

Heypenny is: Ben Elkins (vocals/guitar/keys), Aaron Distler (drums), DJ Murphy (bass/vocals) and Zach Grace (guitar/keys/vocals)

**For more information, to set up an interview or feature, please reach out to:
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