



PRESS RELEASE

For Immediate Attention

CEREBRAL BALLZY TO HEADLINE MONSTER NME RADAR TOUR 2013

NME, the brand that champions the very best in new music, today announces the launch of the **Monster NME Radar Tour 2013**, showcasing the most exciting new bands of 2013. The nationwide tour – sponsored by **Monster Headphones** – will be supported by promotional activity at the gigs, in the magazine and on NME.com. The tour will kick-off on 15th November, with gigs hosted at venues across the UK, running up until 27th November.

Headlining the tour is New York punk band **Cerebral Ballzy**. With frontman Honor Titus one of the most exciting and unpredictable people in rock, and their live performances heralded by **NME** as ‘life-affirming and brutally energetic’, **Cerebral Ballzy**’s unique stage presence will make this year’s tour an unmissable experience.

The main support for the tour is Glasgow’s rock’n’soul band **The Amazing Snakeheads**. Newly signed to Domino Records and featured heavily in the pages of Radar earlier this year, the trio have been labelled by **NME** as ‘Scotland’s most exciting new band’ and appraised with producing ‘a devastatingly raw sound like no other out there’.

A third act will be joining this year’s line-up, with an announcement to be made shortly.

The annual tour, an extension of **NME's** established Radar section, provides the opportunity for acts **NME** is tipping as the key artists of the future to seize the centre stage. The line-up for the **Monster NME Radar Tour 2013** showcases music's most exciting and hyped new bands. Whilst creating a dedicated platform for emerging artists, the tour also aims to aid music fans' discovery of amazing new talent in the setting of an intimate venue.

Matt Wilkinson, new music editor, **NME**, says: "Having seen both Cerebral Ballzy and The Amazing Snakeheads rip up stages countless times, I'm of the opinion that this will be the most thrilling and chaotic new bands tour **NME** has been involved in for years. It's American garage rock meets snotty-nosed British punk, and I'm proud for us to be a part of it as we continue to support the very best in new music."

Patric Frank, senior director of brand marketing, **Monster**, says: "We are really excited to be partnering with **NME** on the Radar Tour, if there is one thing that **Monster** are really passionate about it is finding new music and raw talent. With our headphones being all about getting closer to the live music experience, we cannot wait to get right down the front!"

Monster NME Radar Tour 2013 will kick off on 15th November at Cambridge Portland Arms, with **Cerebral Ballzy** and **The Amazing Snakeheads** picking up from where previous **NME** tour acts – including Howler, Hurts, Crystal Castles and Everything Everything – have left off.

Tickets go on sale 7th October at 3pm on <http://nme.seetickets.com/tour/cerebral-ballzy/>.

The **Monster NME Radar Tour 2013** in full:

15th November – Cambridge Portland Arms
16th November – Coventry Kasbah
17th November – Liverpool East Village Arts Club
18th November – Sheffield Leadmill
19th November – Edinburgh Electric Circus
20th November – Manchester Deaf Institute
21st November – London Hoxton B&K
22nd November – Brighton Bermuda Triangle
23rd November – Nottingham Rock City Basement
24th November – Bristol Exchange
25th November – Birmingham Hare and Hounds
26th November – Southampton Joiners

27th November – Leeds Cockpit

The tour will be promoted by Kilimanjaro.

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About NME

NME has become a truly unique multi-platform media proposition. Across its various platforms, NME reaches over one million music fans every week. NME is the longest published and most respected music weekly in the world.

About Monster Headphones

Monster was founded nearly 35 years ago by Head Monster Noel Lee as a company dedicated to creating products that enhance the sound quality of music. The company engineered the sound of the acclaimed Beats by Dr. Dre® headphones, and has become the world's leading manufacturer of high-performance, sonically superior headphones, all of which feature the company's Pure Monster Sound™. Monster is also the world's leading manufacturer of advanced connectivity solutions for high-performance home entertainment, audio, home cinema, computer and gaming as well as a leading innovator in the field of mobile accessories and professional audio. The company also provides high-performance AC power line conditioning and protection products for audio/video systems, as well as energy-saving power products. Monster continues to lead in innovation with over 300 U.S. and international patents and dozens pending, offering more than 4,000 products in over 134 countries worldwide.