



(Circ. Online)

## ***The Bangles to Release Vinyl EP***

Thu, 10 Mar 2011 11:22:42

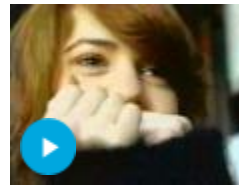
The [Bangles](#) will release their vinyl EP, *Sweetheart of the Sun*, set for exclusive distribution throughout select maurices specialty retail stores, starting the week of March 21st. In a deal brokered by PlayNetwork, this limited-edition vinyl release will debut as part of the retailer's "Small Town Sound" campaign and nationwide band search.

As an innovative voice in retail fashion, maurices made a statement by exploring new directions in building brand affinity and broke new ground for thousands of female-fronted bands with their 'Small Town Sound' campaign.



"It's been great to be a part of maurice's 'Small Town Sound' and have a chance to discover some of the exciting new female musicians living and playing in towns all across the country. We had fun recording acoustic versions of a couple of our earlier songs and then doing an exclusive 'maurices' mix' of a brand new tune to release on vinyl at the stores. This is The Bangles SXSW debut and we can't wait – we're especially looking forward to playing with our winners Audri & Aaron," said The Bangles in a statement.

### ***Bangles Videos***



[more bangles videos »](#)

The Bangles' exclusive vinyl release for maurices' is a unique mix of the A-side single, "Anna Lee (Sweetheart of the Sun)" and classic hit songs "Hazy Shade of Winter" and "Let It Go," on the B-side. A final mix of "Anna Lee (Sweetheart of the Sun)" will be featured on The Bangles' forthcoming studio album, their first in eight years, set to be released this summer.

Celebrating and encouraging women in music, "Small Town Sound" is a partnership between maurices, PlayNetwork and Sonicbids. Connecting maurices to artists like The Bangles, [Chrissie Hynde](#) and [Sick Of Sarah](#), PlayNetwork developed numerous "Small Town Sound" experiences to enhance the brand and engage communities in new ways through music, including a contest seeking the top female-fronted band, in-store concerts, an exclusive release with The Bangles, participation in the Girls Rock Camp showcase at SXSW and the lifetime opportunity for the winning band to perform with legendary acts, record a single and shoot a music video.

"As an innovative voice in retail fashion, maurices made a statement by exploring new directions in building brand affinity and broke new ground for thousands of female-fronted bands with their 'Small Town Sound' campaign," said John Crooke, senior director of creative development at PlayNetwork. "This collaboration with The Bangles continues to reflect maurices' core message and offers new ways for fans to connect with the greatest female-fronted act of all time."

Are you stoked for *Sweetheart of the Sun*?

—Amy Sciarretto

03.10.11