

{Band or label logo and info}

{This is the your Release Heading}

## **ELECTRONIC ARTIST MACHINE BOY REVEALS HIS BLUEPRINTS FOR 'BUILDING A BETTER BOY.'**

{Make a concise statement detailing what your release is all about}

**Machine boy releases his 'Building a Better Boy' project in both audio and visual formats, uniting his talents as both musician and graphic artist.**

{Say all you need to say in the first paragraph}

The Birmingham Electronic musician, Dean Cook, has released his album **'Building a Better Boy'** to all digital download sites including HMV and iTunes. 'Building a Better Boy' follows the release of the **'Depression' EP**, which attracted the attention of **MTV's Real World** who selected the track **"Sleepless"** to feature in a 'Real World episode in 2005. In conjunction with the album release Dean has compiled and released an online album of images created for this project and archiving, in a graphic format, his releases to date.

{Second paragraph start building on your story}

Citing influences that includes the 80's outfit, Kraftwerk, the 'Building a Better Boy' album embraces the world of electronic music, with Machine Boy layering and blending his own ideas about building a heart for electronic music through his insightful lyrics. Dean Cook brings his knowledge of drumming into these compositions and focuses on pushing boundaries, giving the tracks an edgy, modern feel.

**{Fill next paragraph with useful info that can be used to fill out an article}**

Mixing soundscapes with female monologues is a key element of Machine Boy's music. Of this he says "***I like the slight female vocals against a brash minimal electronic soundscape.***" The single release 'Action Figures' uses this favoured technique and was selected as the first single release from the album because of its radio-friendly feel and catchy rhythm. The quirky and radio friendly 'Action Figures' track makes a stance against the state of the human condition. Machine Boy describes the single release as "***a light-hearted swipe at humanity***". Promotional activity for the single on MySpace includes giving away 'Spawn Series' collectible action figures.

Machine Boy's management are in talks with three London Art Galleries who are interested in exhibiting his graphics. Machine Boy is keen to link his visual work with his music and plans to tour the project later in the year.

**{Remember to include all your links and contact emails/numbers}**

**MACHINE BOY PRESS URL - <http://www.shotguncharlie.co.uk/mb.htm>**

**MAIN SITE [www.machineboy.co.uk](http://www.machineboy.co.uk)**

**ACTION FIGURES PROMOTIONAL SITE**

**<http://www.activ8pr.com/machineboydraw.htm>**

**MYSPACE**

**[www.myspace.com/machineboyuk](http://www.myspace.com/machineboyuk)**

**[www.myspace.com/8pr](http://www.myspace.com/8pr)**

**FOR FURTHER INFO PLEASE CONTACT:-**

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