**THE BRIGHT ROAD PLAN 2016**

Our overall plan for 2016 -2017 is to release Ocean in spring, play key industry events and festivals in 2016-2017 while we secure a booking agent so that we can tour and build a solid following outside of Quebec and Canada. We are also working at securing opening slots with established artists. We plan on releasing 3 English singles and one single in French for Quebec. We will also release at least two videos to support the album. We will be looking at all possible publishing and placement opportunities. We believe that the main goals are to build the bands profile, establish the name, and secure publicity coverage/reviews for the album. We would like to follow up the release with an EP of unreleased material and maybe a remix of a track from the album as well as a re-recorded French version of a track from the first album.

Below is a point form roll out of objectives:

- April 28, 2016 release party show in Montreal

- April 29, 2016 digital release through Fake Chapter Records, iTunes Canada store visibility.

- May 2 – 8, 2016 stand by CMW showcase, release party (Toronto)

- May 6, 2016 physical release through DSG (label), distribution Outside Music

- June 29 – July 9, 2016 FIJM (Festival International de Jazz de Montreal)

- July 7-17, 2016 FEQ (Festival d’Été de Québec)

- July 29 – 31, 2016 Osheaga Montreal

- October 2016 CMJ

- 21- 25 September, 2016 Pop Montreal

- September 2016 Riot Fest

- 2 -6 November, 2016 November Icelandic Airwaves

- 16- 19 November, 2016 M for Montreal

- February 2017, Megaphono

- May 2017, The Great Escape

- SXSW 2017