

February 1: Details are provided on all Record Store Day added value products. A recommend minimum run of 10,000 is requested for each added value item (ie, CD samplers, posters, lithos, t-shirts, refrigerator magnets, DVD samplers, 7" singles, 12" vinyl, CD singles, 3-D glasses, green/recyclable bags, calendars, etc.). NOTE: All Record Store Day added value items must include the Record Store Day logo on them. The various authorized Record Store Day logos can be attained from the www.recordstoreday.com site under the "press" link. Eric Levin will coordinate the added value items, with help from Carrie Colliton and Michael Kurtz.

February 1: Provide details on all Record Store Day commercial products. Production runs are up to each label/studio based on projected demand. NOTE: There are currently approximately 350 stores "officially" signed up for Record Store Day but like last year, we estimate an additional 500 stores will participate on their own in the USA. Distribution of your Record Store Day commercial products are meant to be just for the stores who are celebrating. How you wish to distribute these pieces to the stores is up to you but we recommend the following approach: distribute directly to the stores OR utilize Junketboy, AEC, or the EDGE.

March 8: Artwork of all Record Store Day added value items, and any online web and email banners for these projects, must be received by Carrie via email.

March 8: Artwork for all Record Store Day commercial products, and any online web and email banners for these products must be received by Carrie.

March 19: All Record Store Day added value items must be received at the Junketboy warehouse for packing and shipping out to the participating stores. NOTE: This is extremely important as we learned last year that all materials must be managed in a way that they come to the store in one box so that the labels, studios, and gaming companies who participated were assured that their materials were properly used. All materials should be mailed to: Liz Reeves, c/o Coalition of Independent Music Stores, 3738 4th Terrace North, Birmingham, AL 35222. (phone # 205-595-1932 x202)

March 19: (or just as soon as possible!): Provide up-to-date list of artists that will be making appearances on Record Store Day. NOTE: Like they did last year with Wilco, and with Metallica the year before, RSD need to land the big banner artist (ex Tom Waits!) to launch Record Store Day 2009 as soon as possible to start the worldwide Record Store Day media machine so please help us to get this lined-up as soon as possible!

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