

**For Immediate Release
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**Reversal Films announces Echotone Sneak Preview Tour in collaboration with
Future Sounds' The Rumble**

The Critics on *Echotone*

"...clear-eyed, atmospherically rich." - Michael Phillips, *The Chicago Tribune*

"the film glides along weightlessly, a timely valentine with purpose." - *The AV Club*

Reversal Films, the producers of Sundance smash, *Skateland*, and Future Sounds present a special edition of THE RUMBLE, the *Echotone* Sneak Preview Tour featuring live performances by Sunset, The White White Lights, Dana Falconberry and more, October 4th, 2010 - Oct. 9th, 2010. *Echotone*, a documentary about music culture in Austin, can best be described as a cultural portrait of the modern American city, examined through the lyrics and lens of Austin, Texas,' creative class.

Director Nathan Christ and featured artists, Sunset, Dana Falconberry, and The White White Lights, will be onsite at select Q&As and performing live shows.

***Echotone* Sneak Preview Tour Schedule and Line Ups**

Oct. 4

SEATTLE, WA: *Echotone* Screening & Q&A @ SIFF CINEMA - 7:30 PM

The Rumble: Seattle @ Havana Social Club 9:00 PM - FREE

With Performances by SUNSET, The White White Lights, Dana Falconberry

Oct. 5

Portland, OR: *Echotone* Screening & Q&A @ Someday Lounge - 7:30 PM

Tickets \$10, \$6 w/ RSVP @ EchotoneFilm.com

The Rumble: Portland @ Someday Lounge 10:00 PM - FREE-

With Performances by SUNSET, The White White Lights, Dana Falconberry

Oct. 6

San Francisco, CA: *Echotone* Screening & Q&A @ Café Du Nord 7:00 PM Tickets \$10, \$6 w/ RSVP @ EchotoneFilm.com

Echotone and the Recording Academy San Francisco Chapter presents a live streaming panel @ Café Du Nord 8:45PM

Tune in at <http://www.ustream.tv/channel/echotonefilm>

The Rumble: San Francisco, CA Café Du Nord 9:30 PM - FREE

With Performances by SUNSET, The White White Lights, Dana Falconberry

Oct. 7

The Rumble: Los Angeles @ 3 Clubs 9:00 PM – FREE

With Performances by SUNSET, The White White Lights, Dead Trees

Oct. 8

Los Angeles CA: *Echotone* Screening & Q&A @ Downtown Independent 7:30 PM -Tickets \$12, w/ RSVP \$10

Oct. 9

The Rumble: San Diego @ Bar Pink – 9:00 PM – FREE

With Performances by SUNSET, The White White Lights, Chairs Missing

Oct. 10

The Rumble: Las Vegas @ The Bunkhouse, 9:00 PM - FREE

With Performances by SUNSET, The White White Lights

INTERVIEW AVAILABILITY

Director Nathan Christ

Bill Baird of Sunset

Dana Falconberry

The White White Lights

Producer Nicholas Jayanty

By Phone - 9/28 - 10/15

In Person - 10/4 - 10/9

Links:

Official Site - <http://www.EchotoneFilm.com>

Additional Press Materials - <http://www.echotonefilm.com/press.html>

Official Future Sounds Site: <http://www.futuresounds.com>

Official Rumble Site: <http://www.FutureSounds.com/rumble>

Director Nathan Christ Site: <http://www.nathanchrist.com>

Production Company Site: <http://www.ReversalFilms.com>

Credits

Featuring: Bill Baird, Black Joe Lewis, and Cari Palazollo

Featuring Musical Performances by: Black Joe Lewis & The Honeybears; Belaire; The Octopus Project; Dana Falconberry; Ghostland Observatory; Sound Team; Sunset; The Apeshits; The White White Lights; and others

Reversal Films in association with KNR Productions

Director & Editor: Nathan Christ

Director of Photography & Editor: Robert L. Garza

Producers: Nathan Christ, Justin Gilley, Nicholas Jayanty, Victor Moyers, Daniel Perlaky

Executive Producers: Josh Parker, Kevin Ragsdale, Rich Ragsdale

About *Echotone*

Internationally known as 'The Live Music Capital of the World,' Austin's vibrant music scene has made it one of the world's most sought-after destinations. *Echotone* provides a telescopic view into the lives of several young musicians as they grapple with questions of commercialism, experimentation, and the future of their beloved city in the face of gentrification.

Echotone is a cultural portrait of the modern American city, examined through the lyrics and lens of Austin, Texas,' creative class.

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