

VISION**MUSIC
PROMOTION**

POLAR CAPS

altitudes e.p.

RELEASE PERIOD: NOV - DEC 2014

LABEL: ALASKAN RECORDS

www.alaskanrecords.com

"His cool alt pop melodies have proved utterly irresistible to our music-loving ears" - **The Huffington Post**

"Superbly polished, this 6-tracker is unequivocally a well-realised piece of work" - **Fortitude Magazine**

"The way Polar Caps mixes genres is something I have rarely heard and it is very refreshing" - **Confront Magazine**

In an over saturated and fickle market it's a relentlessly tough job to be original in a specific genre and stay on top of your game these days. However **Polar Caps** (aka London singer-songwriter/multi-instrumentalist and producer **Owen Hughes-Holland** is definitely pushing the boundaries with his unique style of alternative electro acoustic pop.

Since launching in the summer of 2011, Polar Caps has already made a visible impact on the underground scene, with the successful release of his debut EP 'Solutions'. The EP received critical acclaim and tracks from the EP have featured in numerous TV shows such as **Hollyoaks**.

This led to Polar Caps sharing the stage with the likes of **Example, The Crips, AlunaGeorge, Jake Bugg** and **DJ Fresh**, featuring on **NME.com**, and **MTV**, having celebrities such as **Stacey Solomon & Alex Zane** tweet about him, and gaining a clothing co. endorsement. Now with his eagerly anticipated second EP 'Altitudes' due for release, it seems the future is most definitely looking bright for this young upstart.

FOR PRESS / RADIO ENQUIRIES CONTACT:

ROB DALLISON

t: 0044 [0] 207 499 8024 / e: rob@visionmusic.co.uk

Vision Music Promotion
The Brew | Victoria House | Lower Ground Left
64 Paul Street | London | EC2A 4NG



Listen & Download Link (E.P.):

<https://soundcloud.com/polar-caps/sets/altitudes-ep>

Video (Single):

https://www.youtube.com/watch?v=KA7_qZDU64M

Video Download (Single):

<http://vimeo.com/109831829> (Password: altitudesEP)

Soundcloud Embed 1:

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Soundcloud Embed 2:

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iTunes:

<https://itunes.apple.com/gb/album/altitudes-ep/id936933835>

Social Media Links:

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