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## PRESS RELEASE

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### INDEPENDENT RECORD LABEL BALD FREAK MUSIC ANNOUNCES CORPORATE EXPANSION

*With new releases on the horizon, Bald Freak founder feels the time is right for new hires.*

BROOKLYN, NY – New York City based independent record label Bald Freak Music is growing. Label founder and president Ron Scalzo, who releases the bulk of his own musical projects – including Return To Earth, his hard rock project with Coheed and Cambria drummer Chris Pennie - through the label, has announced the hiring of three new staff members, effective immediately.

“The time is right,” says Scalzo, “to make good on the promise to expand the business and bring our artists and their music to a higher level of recognition and exposure.” Scalzo made the aforementioned promise back in late 2008 in an earnest address to Bald Freak’s fans worldwide via e-mail and various fan forums.

Bald Freak recently celebrated its 4<sup>th</sup> anniversary, and lists album releases from Guns N’ Roses guitarist Bumblefoot and pirate metal act Swashbuckle (now on Nuclear Blast) amongst its modest catalog. “In a small way, I think of the label as my kid. For the first few years, you have no idea what the hell you’re doing, but you do the best you can and work extra hard all by yourself in spite of it. You don’t sleep and you get frustrated a lot, but even the smallest stride puts a smile on your face. As your kid gets older, you become open to the idea of other people taking care of him.”

Those caretakers include John Bryan – an illustrator, graphic artist, & musician whose own freelance design company, Revolution Dream Design, caught Scalzo’s eye when Bryan was hired to create t-shirt designs for Bumblefoot’s “Abnormal” album. “Asking John to partner up with us was a no-brainer,” says Scalzo. “I’d spent too many hours updating three websites – poorly – and John has the talent and the know-how to concoct imagery that does our artists’ music justice.” Bryan was hired on as Bald Freak’s Online Marketing Director, and will be in charge of remodeling the Bald Freak site, as well as the sites for many of the label artists.



**John Bryan**

(continued)



**Barry Adkins**

Scalzo reached out to two longtime fans of the label for additional help – Barry Adkins will handle online promotions and research for the label. “Barry is way too smart to be working in the music industry, but don’t tell him I said that, because we need him,” says Scalzo. DJ Scully will serve as Office Manager, and will handle all customer mailings, as well as overseeing a blog and podcast for the label. Scully’s online radio show, Smartass Radio, was an early & avid supporter of Bald Freak’s roster. “We have a very small, but very loyal customer base, and we need to stay connected with them to survive. Guys like Barry & DJ will ensure that these connections remain solid. And I can finally get back to making some music.”

Q\*Ball - Scalzo’s longtime electronic project with Bumblefoot – will begin work on a new album in 2010, and the label’s most anticipated release to date, the second album from Return To Earth, featuring Scalzo & Chris Pennie, is scheduled for a late February release. “The quality of RTE’s new album, alone, was reason enough to get these guys on board,” says Scalzo. “Hopefully we can pick up some new acts this year and finally get this label running on all cylinders. I’m pretty damn psyched.”

For more info, visit [www.baldfreak.com](http://www.baldfreak.com) and [www.myspace.com/baldfreak](http://www.myspace.com/baldfreak)



**DJ Scully**