

# RECORD STORE DAY:

## A CELEBRATION OF MUSIC

*BY MALLORY GRIMM*

Vinyl albums have gained a resurgence in popularity within the past few years. With this growth of sales and popularity, many annual events have been conceived to celebrate the traditional music outlet. The biggest international event for vinyl is Record Store Day. Record Store Day was founded in 2007 by a group of independent record store owners and employees to celebrate the culture of vinyl, artists, and the traditional record store for one day at thousands of stores. On April 19, 2008, the very first Record Store Day was held.

Each year, a list of special vinyl releases are made exclusively to be purchased for that day. The list is a wide range of different artists and genres, most from independent record labels. Customers will wait in line for hours to be the first to get their hands on that special release they've been eyeing. Artists will gather at stores around the world to celebrate with fans, including names such as Jack White, Ozzy Osbourne, Metallica, and Iggy Pop. An artist is chosen to be the official Record Store Day ambassador each year, with Pearl Jam as this year's ambassador. The list is released a few months in advance with over 300 titles. Festivities for Record Store Day include special performances, meet and greets with artists, parades, and cook-outs, just to name a few.

Record Store Day is a celebration of the staff, customers, artists, and everyone else who help make up the atmosphere of a record store. Bassist Chris



Faller from indie pop band “The Hush Sound” says, “Independent record stores rule. They are the last refuge for those who are looking for music that’s outside of the box or outside of this decade.” Several cities across the United States such as New York, Los Angeles, Las Vegas, Boise, and Charleston have declared Record Store Day as an official holiday. Throughout the year, the organization works diligently to prepare for each annual Record Store Day to make it more special each time. This year the 12<sup>th</sup> annual Record Store Day will take place on Saturday, April 13.



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