



JUNE 12 – and – **JULY 17**



BEHIND THE COUNTER IS BACK!

**CLASSIC ALBUM SUNDAYS PARTNER WITH BOWERS & WILKINS
TO SPOTLIGHT US RECORD STORES**

**THE 12-PART VIDEO SERIES LAUNCHES THURSDAY, 29TH APRIL
IN THE RUN UP TO THIS YEAR'S RSD DROPS**

April 29, 2021: **Behind the Counter 2021**, the video series concept created by **Classic Album Sundays** and presented this year with renowned audio brand, **Bowers & Wilkins**, will debut a weekly video in the run up to this year's **RSD Drops** on the Classic Album Sundays and **Record Store Day** social media platforms and websites.

Last year's Behind the Counter USA series was a fun introduction to a selection of record stores up and down the East Coast celebrating each store's unique personality and history. It was a huge success, collectively garnering nearly a million views and bringing much-deserved attention to independent retailers suffering from the effects of the pandemic. This year, Classic Album Sundays widens the map, bringing the unique stories of more independent record stores across the United States and shining a light on how they play a vital role in bringing together the music fans of their local communities.

Independent record stores, like so many other small businesses, have faced many challenges in the last year. They have demonstrated great innovation as they adapted to a new way of connecting with customers old and new via online mail order, curb-side pickup, appointment

shopping and even delivery. This series gives an insight into how they have stayed busy throughout the Covid-19 pandemic and what life in a record store really looks like.

This year, Bowers & Wilkins comes on board as official partner of Behind the Counter US and joins us in celebrating the instrumental role independent record stores play in bringing recorded music to fans across the country. Built on a passion for music, Bowers & Wilkins has been delivering category-defining sound for over 50 years and, throughout that time, music has been at the heart of everything it does.

Behind the Counter 2021 will spotlight the following record stores: Dusty Groove (Chicago, IL), Music Millennium (Portland, OR), Zia Records (Las Vegas, NV), Seasick Records (Birmingham, AL), Park Ave CDs (Orlando, FL), Serious Sounds (Houston, TX), Permanent Records (Los Angeles, CA), Peaches Records (New Orleans, LA), Down in the Valley (Minneapolis, MN), Indy CD & Vinyl (Indianapolis, IN) and Mills Record Company (Kansas City, MO).

The stories are told through individual episodes launching on April 29th and going live every Thursday at 12pm EDT in the following places:

Facebook: @ClassicAlbumSundays @RecordStoreDay

Twitter: @ClassicAlbumSun @recordstoreday

Instagram: @classicalbumsundays @recordstoredayus

YouTube: [youtube.com/classicalbumsundays](https://www.youtube.com/classicalbumsundays)

Websites: [classicalbumsundays.com](https://www.classicalbumsundays.com) [recordstoreday.com](https://www.recordstoreday.com)

Furthermore, find out why sound matters to the independent record store owners with accompanying short videos available weekly from Bowers & Wilkins:

Facebook: @BowersWilkins

Twitter: @BowersWilkins

Instagram: @bowerswilkins

https://www.bowerswilkins.com

About Record Store Day: *Record Store Day, the organization, is managed by the Department of Record Stores and is organized in partnership with the Alliance of Independent Media Stores (AIMS), the Coalition of Independent Music Stores (CIMS) and promotes independent record stores year-round with events, special releases and other fun things.*

Record Store Day, the global celebration of the culture of the record store, takes place annually. The worldwide pandemic in 2020 required the creation of RSD Drops dates in 2020 and in 2021, RSD Drops will take place on June 12 and July 17 at record stores worldwide.

Record Store Day Sponsors: *ADA, Alliance Entertainment, All Media Supply, Andover Audio, Concord, Crosley Turntables, Dogfish Head Brewery, Furnace Record Pressing, Glowtronics, Ingram Entertainment, InGrooves, Music Business Association, MVD Entertainment, The Orchard, PlayArt, Redeye Distribution, Sony Music, ThinkIndie, Traffic Distribution, URP Distribution, Vans, Virgin Music Label and Artist Services, WEA*

About Classic Album Sundays: *Classic Album Sundays tells the stories behind the albums that have shaped our culture, and in some cases, our lives. They host worldwide album listening events that dig deep, immersing fans into the album through musical and verbal storytelling followed by an uninterrupted vinyl playback on some of the world's best sound systems so that listeners can have a brand new experience of the album. Their website is a hive of classic album activity with artist interview videos, classic album podcasts and features and playlists. Classic Album Sundays also offers memberships to online events and streams via their Patreon subscription.*

About Bowers & Wilkins: *Founded in the U.K. in 1966, Bowers & Wilkins has been at the forefront of high-performance audio technology for more than 50 years. It designs and manufactures precision home speakers, headphones, custom installation and performance car audio products that set new standards for innovation and sound quality, earning countless awards and accolades from the world's leading recording studios and musicians.*

Bowers & Wilkins' reputation is based on the unwavering pursuit of the best possible sound and an unsurpassable music listening experience. Bowers & Wilkins joined the Sound United LLC family of brands in 2020. Learn more at www.bowerswilkins.com.

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