

NEW MAZDA2 presents Mayer Hawthorne & The County National Concert Tour

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After an astonishing breakout in 2009, falsetto throwback crooner Mayer Hawthorne is set to embark on a national tour with backing band The County. Hawthorne's tour will be sponsored by a standout in its own category, the all-new 2011 MAZDA2 subcompact 5-door hatchback.

Mayer's authentic, organic ascent to popularity produced a stellar debut *A Strange Arrangement*, anchored by the lead single "Just Ain't Gonna Work Out," which was amongst the most original and widely acclaimed releases of the last two years.

Raised just miles from Motor City, Mayer was weaned on the soul-drenched ballads of early Motown and paired the influence with some of the current, drum-centric instrumental elements characterizing Detroit music in the 2000s. The resulting aesthetic is an amalgam of new and old, referential and refreshing and ultimately deeply heartfelt. Though he played almost all of the instruments on the album, Mayer is accompanied on the road by The County, a full backing band that tactfully fleshes out Mayer's compositions in person. Mayer Hawthorne & The County are joined by The Heavy who will co-headline 9 of the show dates (see tour dates below for details).

Through Mazda's partnership of the tour, fans will be granted an up-close look at tour life by means of daily, personal blog posts that captivate audiences with downloadable content including the previously unreleased track "No Strings." Most importantly, Mayer's fans will have an unparalleled

opportunity to connect with the artist at a series of “meet and greet” events surrounding the tour dates through an online sweepstakes on the MAZDA2 Presents Mayer Hawthorne & The County website. At these branded VIP events, participants will adorn their social media profiles with uploadable photo-booth images and even personalized apparel. Also, Facebook and FourSquare promotions will give fans a chance to win Mazda’s brand-new subcompact, the 2011 MAZDA2.