

****Media Advisory ****

Media Contacts:

William W. Haskell

716-691-7849

wildysworld@gmail.com

Michael Gallant

917-880-6093

aurical@auricalmusic.com

**AURICAL AND WILDY'S WORLD MUSIC BLOG AUCTION ORIGINAL MUSIC TO
BENEFIT THE AMERICAN CANCER SOCIETY**

*Aurical to write/record an original song for the winning bidder in eBay auction running June
27 – July 4, 2012*

Music blogger Wildy (will-dee) Haskell ([Wildy's World](http://www.wildysworld.com)) is offering an eBay auction from June 27, 2012 through July 4, 2012 of an original song to be written and recorded by bicoastal rockers Aurical. The winning bidder will provide information about their wishes for the song in the form of a survey, and Aurical will then interpret this into song in their unique musical style. All profits from this auction will be donated to The American Cancer Society through Wildy's Relay for Life team, [The Cave Crashers](http://www.thecavecrashers.com), who will be participating in the Geneva, NY Relay for Life on June 28-29, 2012.

"We love creative challenges like this, and are excited to write and record a custom tune for one of our fans," said Aurical's Michael Gallant. "We're grateful to Wildy for approaching us about this opportunity and for making it possible for us to help a very worthy cause through our music."

WHAT: Auction of cover song of the winner's choice by Aurical

WHERE: eBay item #221058897827 (Wildy's World eBay store: <http://stores.ebay.com/wildysworld>)

WHEN: June 27, 2012 – 8:00 PM EDT through July 4, 2012 8:00 PM EDT

About Aurical

[Aurical](http://www.auricalmusic.com) draws influences from grunge, modal jazz, and Motown; folk, soul, and French art song. Their debut album *Something to Say* (Gallant Music) received praise from audiences and critics alike. *M: Music and Musicians* magazine wrote, "Aurical finds the duo in pop-rock mode, and their cleverness comes through right away," while Wildy's World said, "Things get really interesting on '[Redhead Girl](#)', with a piano style that sounds like a cross between Ben Folds and Tori Amos. The most original and intriguing work on the album, 'Redhead Girl' shows Aurical's ability to push the envelope and do it well." www.auricalmusic.com

About Relay For Life

Relay For Life is a life-changing event sponsored by the American Cancer Society that helps communities across the globe celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against the disease. The Geneva, NY Relay For Life Event is scheduled for July 28-29, 2012 at Geneva High School in Geneva, NY.

About Wildy's World

[Wildy's World](http://www.wildysworld.com) is a music review blog written and edited by Wildy Haskell. The blog has been published on-line since January of 2008, and has covered over 2,800 albums in that time.

Wildy's World covers everyone from new Indie artists recording in their bedroom studios to major label acts. Wildy Haskell is a life-long lover of music and a one-time vocalist. His family and friends have been touched by cancer again and again over the years.

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