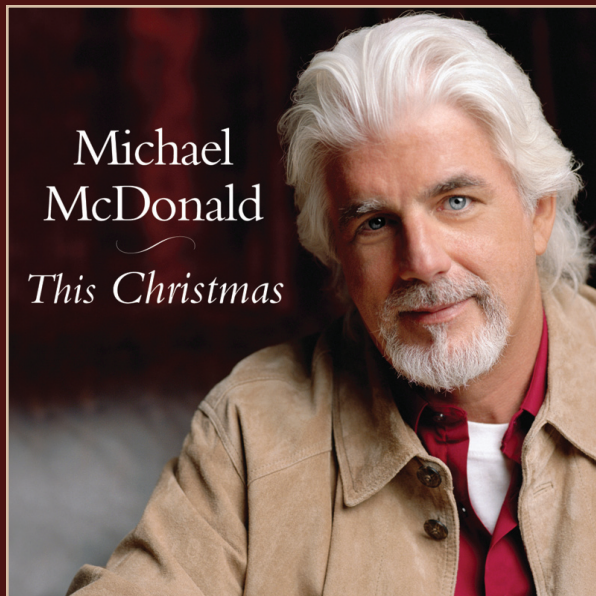


# Michael McDonald

## *This Christmas*



**Street Date:** September 29, 2009  
**Order Using:** 793018303620  
**Genre:** Holiday (Pop)  
**Label:** Razor & Tie

### Tracks

Children Go Where I Send Thee  
Peace  
White Christmas/Winter Wonderland  
Come, O Come Emanuel/What Month Was Jesus Born  
Wexford Carol  
God Rest Ye Merry Gentlemen  
Every Time Christmas Comes Around  
On Christmas Morning  
This Christmas  
That's What Christmas Means To Me  
Have Yourself a Merry Little Christmas  
I'll Be Home For Christmas

### Artist Bio:

A prominent part of the soundtrack to our times, over the course of his career, as a member of Steely Dan, The Doobie Brothers and as a solo artist, Michael McDonald has maintained incredible popularity and has been awarded numerous accolades and honors in both personal and professional arenas. He has won an impressive five Grammys® and earned innumerable chart successes and sales feats, yet all the while McDonald remains the artist's artist and an enduring presence in popular music.

McDonald has had 16 Top 20 Billboard Singles including "What A Fool Believes", "On My Own" and his cover of "Ain't No Mountain High Enough" that appeared on the 2003 platinum album *Motown*.

This holiday season Michael McDonald will celebrate the holiday season with the release of his latest album, *This Christmas*, a collection of 12 Christmas classics and new holiday favorites.

### Marketing

- New Holiday album will have 12 tracks including four all new recordings!
- Brand new **PBS Soundstage** special showcasing *This Christmas* will air on the Friday after Thanksgiving and into December as a pledge drive show!
- Pre-Release live concert on **QVC**, which is on in more than 90 million homes, exclusively featuring the songs from *This Christmas*
- Michael has always been a media darling and the early response from TV bookers is very positive. Targeting performances on morning TV including *Today Show*, *Good Morning America*, *Live with Regis & Kelly* and *The View*. **Late night shows Conan, Kimmel, Fallon.** Special holiday programming including **Macy's Thanksgiving Day Parade, Rockefeller Center Tree Lighting, Christmas in Washington**, etc.
- Large-scale **DRTV campaign** to launch in November running through the holidays
- Massive Q4 multi-platform marketing push including: TV appearances, TV advertising on morning TV and female targeted channels, print ads in large syndicated weeklies and holiday-themed glossies, full radio servicing to AC and Smooth Jazz radio, online exposure through music and lifestyle pages of all major portals



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