

BILLBOARD

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DROPKICK DOUBLE PLAY: GIG AT SOX GAME IGNITES LOCAL SALES

Boston band the Dropkick Murphys had plenty to celebrate last week. Aside from joining the Red Sox in their World Series victory rally, the group received a sales boost after performing at Fenway Park before Game 7 of the American League Championship Series. The Murphys sang the national anthem and then played "Tessie" and "Shipping Off to Boston," both from their 2005 Hellcat release, "The Warrior's Code."

According to Duncan Browne, GM of Boston-area indie chain Newbury Comics, sales of "The Warrior's Code" more than doubled there the week after the performance. Plus, the band's month-old Born & Bred record "The Meanest of Times" remains a strong seller.

"Code" is No. 11 on the weekly Newbury Comics Top 100 for the week ending Oct. 28; "The Meanest of Times" is No. 14.

Across the Northeast region, the band experienced a similar bump, with sales of "Code" up 140% the week after its Fenway performance (compared with an increase of 55% nationally), according to Nielsen SoundScan. Sales for "Times," which were down 9% nationally, jumped 21% in the Northeast region during the same week.

"The Warrior's Code" has sold 211,000 copies to date, according to SoundScan. "The Meanest of Times" has sold 67,000 copies so far.

-Cortney Harding

