



## **Harmonix Teams With Gaming Industry Vets for ÜMLoud!, a Rock Band Night for Child's Play Charity**

### ***Gamers Give Back with Charity Event Supporting National Children's Hospital Organization***

**San Francisco, California—November 19, 2009**—Do not miss out on the San Francisco gaming charity event of the year! Ümloud! is an annual fundraiser event for Child's Play Charity, a "gamers' charity" started by Penny Arcade's Jerry Holkins and Mike Krahulik that provides toys and games to Children's Hospitals around the country, including Oakland Children's Hospital.

The spiritual-successor to last year's successful Fünde Razor, and hosted by gaming industry vets Chris Kohler (Wired), Joe Markert (Gamehelper), and John "Seg" Seggerson (Telltale Games), Ümloud! will hit the DNA Lounge in San Francisco, California on December 9<sup>th</sup>, and feature a full-blown Rock Band 2 main stage set up courtesy of Harmonix Music Systems, where you and your band can melt the face of San Francisco clean off at one of the hottest music venues in the city, all in the name of charity!

"Ümloud! is a great way to get the community involved in a fun charity event and give towards a great cause," says Ümloud! co-founder Chris Kohler. "We have awesome sponsors and industry leaders involved in this event and we want you to come out and rock the night away for us in effort to raise money for children's hospitals through Child's Play."

Doors open at the DNA Lounge at 7:00pm and the party will rage until 2:00am. There is a suggested donation of \$10.00 upon entry to the event, and all attendees will be entered into an epic raffle that will go on throughout the night boasting amazing prizes and limited edition gaming swag, courtesy of participating sponsors. You can sign your band up for either the Ultimate Band Package for \$120.00 or the Standard Band Package for \$40.00. Come join the fun, be entered to win some totally awesome prizes and, best of all, leave knowing that your night at the bar was for a good cause!

"Ümloud! is one of our core community fundraisers at Child's Play. We rely heavily on the efforts of video game community, and events such as Ümloud! form the backbone of that support," said Kristin Lindsay, Project Manager for Child's Play Charity. "It's an amazing night of Rock Band 2, prizes and partying, and it's all for a great cause. Donations from Ümloud! help support the Child's Play network of children's hospitals around the world. When gamers give back, it makes a big difference!"

For more information about Ümloud! please visit [www.umloud.org](http://www.umloud.org) and become a fan of Ümloud! on Facebook at <http://www.facebook.com/Umloud> or follow Ümloud! on Twitter at <http://twitter.com/Umloud/>

Reverb Communications is a silver sponsor of the event, helping Ümloud! with marketing, public relations and sponsorships. If you are interested in a custom sponsorship package in support of Ümloud! please contact Mel Kirk, [mel@reverbinc.com](mailto:mel@reverbinc.com), 209-586-1495 x104.

####

#### **About Child's Play Charity:**

Since 2003, over 100,000 gamers worldwide have banded together through Child's Play, a community based charity grown and nurtured from the game culture and industry. Over 5 million dollars in donations of toys, games, books and cash for sick kids in children's hospitals across North America and the world have been collected since our inception.

This year, Child's Play Charity has continued expanding across the country and the globe. With almost 70 partner hospitals and more arriving every month, you can be sure to find one from the map above that needs your help! You can choose to purchase requested items from their online retailer wish lists, or make a cash donation that helps out Child's Play hospitals everywhere. When gamers give back, it makes a difference!

#### **About Ümloud!:**

Ümloud! is an annual fundraiser held in San Francisco, California, with proceeds benefiting Child's Play Charity. Founded in 2003 by Penny Arcade, Child's Play has provided over \$3.5 million in donations of toys, games, books and cash for sick kids in children's hospitals around the world.

#### **Ümloud! Media Contact:**

Danitra Alomia  
Reverb Communications  
[danitra@reverbinc.com](mailto:danitra@reverbinc.com)  
209-586-1495 x115

Tracie Snitker  
[tracie@reverbinc.com](mailto:tracie@reverbinc.com)  
209-586-1495 x104