



## **Collectible Gaming Prizes to Holler About at the Ümloud! Silent Auction and Raffle Benefiting Child's Play Charity**

*Don't Miss Your Chance to Win 'Uncharted 2: Fortune Hunter's Edition', a 'Brütal Legend' Eddie Riggs Statue, 'Tekken 6 Limited Edition', ION Drum Rocker Kit and Much More!*

**San Francisco, CA—December 4, 2009—** Calling all gamers! Ümloud! organizers today revealed some of the awesome items up for grabs at the upcoming San Francisco gaming charity event of the year, and the list includes some of the most sought after video games and accessories of the year, many of which cannot be bought in stores! The evening, which benefits Child's Play Charity, will feature *Rock Band* all-night long, raffles, a silent auction and more! Plus, get a chance to get exclusive first hands-on time with the soon- to-be-released downloadable album *Rubber Soul for The Beatles: Rock Band* before it's available to the public!

### **Some of the silent auction items include:**

- Uncharted 2: Fortune Hunter's Edition
- Brütal Legend 17" Eddie Riggs statue
- Lost Planet Limited Edition 3-Foot Plush Salamander
- Signed copy of World of Warcraft Burning Crusade limited edition box, plus (unsigned) Wrath of the Lich King limited edition

### **Some of the raffle prizes include:**

- ION Drum Rocker kit for Rock Band
- Final Fantasy concert recording CD signed by Nobuo Uematsu
- Tekken 6 Limited Edition
- Marvel vs. Capcom 2 vinyl soundtrack
- Scribblenauts Rooster Hat

Ümloud! is an annual fundraiser event benefitting 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.

**COST:** ENTRY IS FREE - \$10.00 suggested donation at the door

**WHERE:** DNA Lounge  
375 Eleventh St. San Francisco, California  
(415) 626-1409

**WHEN:** Wednesday, December 9, 2009  
7:00PM-2:00AM

**ATTENTION:** There are only five more days to sign your band up for the Standard Band Package at the discounted price of \$35. The Standard Band Package gets you and your band some play time on the main Rock Band 2 stage at DNA Lounge!

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/>

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#### **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.

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