



## Broasis To Headline Ümloud! 2010

*Legendary Fake Band Lends Its Tender Bro Love Ballads to the Rock Band 3 Bash for Child's Play Charity on December 9!*



*Broasis*



**San Francisco, California — November 29, 2010 —** Cool band, bro! Ümloud! said today that its upcoming charity event will be headlined by the Rock Band 3 band Broasis.

The five members of Broasis won the rights to headline Ümloud! by bidding generously in its recent charity eBay auction. They're locked and loaded to bring the house down with a two-song set and an all-out avalanche of rock. Ümloud! is San Francisco's biggest and most awesome annual gaming fundraiser for Child's Play, happening at DNA Lounge on December 9, 2010.

"Broasis have thrown down the rock gauntlet to show how much they're willing to put on the line to make Ümloud! as rocktacular as humanly possible," says Ümloud! co-founder Joe Markert. "Their on-stage shenanigans will only be matched by the level of support they've shown to Ümloud! and Child's Play."

The legendary rock band Broasis need little introduction. Founded by Broseidon, king of the brocean, and his brother/rival Brometheus, and raised from birth to be rock stars, the two lead singers were able to put aside their ample creative differences long enough to recruit three more band members: drummer Brohammer, bassist Bromantic and lead guitarist Brovoli.

Despite frequent disagreements about who the band's central creative genius is, the fivesome stay true to their bro-rock roots, keeping it real for the ladies at all times, buying only the finest sunglasses and occasionally punching out paparazzi.

Besides their shared love of performing their (likely plagiarized) hit songs "Don't Look Back in Anger" and "Supersonic," the band is drawn together by the awesome power of their favorite possibly-illicit caffeinated alcoholic beverage, BroLoco. Sticking to their daily regimen of GTL (gym, tan, Loco), Broasis is keeping in top physical shape for their upcoming reunion show at Umloud on December 9.

On December 9, 2010, gamers in the San Francisco area will come together to rock all night and help a worthy cause. At Ümloud!, you'll have the chance to take the stage at San Francisco's DNA Lounge and play *Rock Band™3* for Child's Play, 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.

In addition to the auction success of the Headliner Package, Ümloud! sold out of its Ultimate Band slots in record time, and due to unprecedented demand has released just 4 more slots to play on the big stage. When these are gone, it's all over, that is until the night of the event when the 25th and final Ultimate Band performance will be auctioned off at the Ümloud! venue on December 9, to give everyone one last chance to play.

Gaming industry veterans Chris Kohler (Wired.com), Joe Markert (Gamehelper), and John "Seg" Seggerson (Telltale Games) will lead the night of shenanigans at DNA Lounge. The event will feature a massive stage decked out with the latest *Rock Band*™ 3 gear and a huge set list of songs to choose from to make your stage debut, all provided by Harmonix Music Systems. And let's not forget the loot-tastic silent auction and a raffle chock full of sweet gaming, tech, music and pop-culture booty!

Additionally, gamers who want to help support Ümloud! in their quest to raise money and awareness for Child's Play can donate a percentage of their eBay auctions to Ümloud! by selecting the eBay Giving Works option and choosing Ümloud! from the charity directory when listing an auction.

Stay tuned to [umloud.org](http://umloud.org) for more news on prizes, band passes, drink specials and more at [www.umloud.org](http://www.umloud.org), and don't forget to sign up to be a sponsor today. Become a fan of Ümloud! on [Facebook](#) and follow Ümloud! on [Twitter](#).

###

#### **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 \$6.7 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 the annual "Rock Band Night for Child's Play" fundraiser held in San Francisco, California, organized by local video game veterans with proceeds going to Child's Play Charity. Visit [www.umloud.org](http://www.umloud.org) to sign your *Rock Band* bandmates up for time on the DNA Lounge main stage!

#### **Ümloud! Media Contact:**

Tracie Snitker  
Reverb Communications  
(209) 586-1495 ex. 104  
[tracie@reverbinc.com](mailto:tracie@reverbinc.com)