

## **Rising Indie Music Star Cary Brothers Rocks Gaia Online**

San Francisco (PRWEB <<http://www.prweb.com/>>) December 17, 2007 -- bluhammock music today announced that recording artist Cary Brothers has entered Gaia Online, the leading online hangout for teens, to interact with young fans and share streaming video of his real-world performances. Through an unprecedented approach to music sales, Gaia's more than 2.5 million members will also be able to purchase Brother's latest album and an exclusive music set (available only in Gaia) while on the site. The fast-growing Gaia community is known for its passionate and discerning music fans, making it an ideal venue for Brothers to promote his latest album, "Who You Are." Brothers' entry into Gaia Online is being led by Millions of Us LLC, an agency specializing in virtual worlds and large online communities.

Brothers made appearances - in avatar form - in Gaia's forums beginning last week to answer questions and have fun with fans. The Gaia forums are among the Web's largest and most active, and are known for freewheeling conversation around many topics; these forums have exceeded a billion postings with a million new posts being added each day. Forums related to music, art and popular culture are particularly popular, and many Gaians are clearly enthusiastic about indie rock. This is what led Millions of Us to recommend Gaia as a virtual platform to bluhammock music and Brothers, who were looking for new ways to connect with young fans.

Brothers will continue to participate in the forums this week in the run-up to a special virtual holiday performance in Gaia on December 20. This session will include a montage of some of Brothers' most-admired recent live performances and will be made available to Gaians worldwide via streaming video in the popular Gaia Cinemas.

The Gaia Cinemas boast a true community experience where users and their friends watch movies and special events together, and a special cinema has been prepared for this music performance. In typical teen fashion, there is more to do inside the theaters than simply watch the entertainment. Concession stands offer virtual popcorn and other items, including laser pointers, to enhance the experience. Users can also chat during the event to share insights, commentary and jokes.

In a novel approach to online music sales, Gaians will have the opportunity to buy Brothers' latest album, "Who You Are," while online at Gaia. These will be direct transactions that will not require users to leave the site. Through the same e-commerce mechanism, fans will also be able to buy a set of Cary Brothers songs that are available exclusively at Gaia Online.

"When we first started discussing new opportunities for Cary to engage young fans in a fun, culturally savvy virtual environment, Gaia Online was the obvious choice," said Reuben Steiger, CEO, Millions of Us. "The Gaia Cinemas are the perfect venue for as many fans as possible to enjoy Cary's music together, and the forums are uniquely popular with teen music enthusiasts, so we were confident that bluhammock and Cary would be receptive."

"Gaia members are passionate about pop culture, and they have wide-ranging and eclectic tastes," said Craig Sherman, CEO, Gaia Online. "Bringing a talented, innovative indie artist like Cary into the community will be a treat for thousands of his fans, and his performance provides yet another entertainment choice in Gaia Cinemas."

Jaylaan Ahmad-Llewellyn of bluhammock music is extremely excited to have the opportunity to get involved with Gaia and Millions of Us, saying that "mainly, as times are changing in the landscape of music, as a label, we wanted to try and deliver music to forward thinking people in a new way. A way that is convenient and does not ask our valued consumers to deviate from the normal pattern of their lifestyle."

#### About Cary Brothers

Cary Brothers offers up a melodic journey of indie heartache, a nod to the new wave 80's and unabashed pop redemption. Brothers' passionate vocals shift from quiet, in-the-room intimacy to stadium-worthy dynamic bursts of power, all alongside a blend of soaring acoustic and delay guitars, poignant string and piano arrangements, and a comfortably familiar lyrical honesty. The LA Times deemed *Who You Are*, Brothers' debut LP, a "lushly orchestrated debut," while Entertainment Weekly hailed the album as "the kind of record that you want to listen to all the way through."

Cary's songs have appeared on the Grammy-winning Garden State Soundtrack, *Grey's Anatomy*, *ER* and numerous other shows and films. Cary has appeared live on national TV with a performance on *Scrubs* as well as a recent appearance on the *Late Late Show* with Craig Ferguson. Brothers has toured with the likes of KT Tunstall, Ben Lee, The Fray and Imogen Heap as well as played sold out headlining shows at venues like New York's Bowery Ballroom, The Troubadour in Los Angeles and The House of Blues in Chicago.

#### About bluhammock music

bluhammock music, an independent record label focusing on "honest, evocative music" - is based in New York City. Artists signed to the label include: Cary Brothers

(Procrastination), Jim Boggia, KaiserCartel, Kristoffer Ragnstam, South, Swati, and Virginia Coalition. bluhammock also has music publishing and artist management divisions. For more information, visit [www.bluhammock.com](http://www.bluhammock.com) <<http://www.bluhammock.com>>

#### About Gaia Online

Founded in 2003, Gaia Online is the leading teen hangout on the web. Millions of teens come to Gaia every month to make friends, play games, watch movies in Gaia Cinemas, Gaia's virtual theaters, and participate in the world's most active online community. Gaia provides a fun, social environment that inspires individuality and creativity. With everything from art contests to discussion forums on poetry, politics, celebrities and more, to fully customizable profiles, digital characters and cars, Gaia is a place where teens can create their own space and express their individual style. For more information, visit <http://www.gaiaonline.com/>.

#### About Millions of Us LLC

Millions of Us LLC is an agency specializing in virtual worlds and large online communities. Founded in 2006 and based in San Francisco, the agency's clients include 20th Century Fox, Warner Bros., Toyota, Microsoft, and Intel.

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