



## **Announcing the Blue Pie games team! We're raring to play!**

.....

### **PRESS RELEASE EFFECTIVE IMMEDIATELY: 1/06/2020**

Blue Pie are moving up! Lately, a Tik Tok has been established and it's proven successful in the community so far! Even though we've just started out, and the impacts we're making can only ever be small at this stage, the fact that we're progressing in this way is phenomenal and is giving us the energy we need to push this as far as we can take it!

So what's the next step? Immersion tech is the future – what do we mean by that? Well, gameplay, roleplay, ARGs, and other such staples of our current youth culture have truly taken their place as respected mediums. It's no longer a question of legitimacy – games ARE a legitimate form of media. Whether you want to call them art or not, some games have bigger budgets than Hollywood blockbusters, and they're just as valid as music. So, to cut to the chase, Blue Pie now has a games team! Come check us out!

*Gmail:* [Bluepiegames@gmail.com](mailto:Bluepiegames@gmail.com)

*Twitch:* [BluePieGaming](#)

*Steam:* [Bluepiegames](#)

*Epic Games:* [Bluepiegames](#)

*League of Legends / Riot Games:* [BluePieGamer](#)

*Battlenet:* [Bluepiegames](#)

Now, MAKING games isn't our forte, that isn't what we're suggesting. But these new forms of interactive mediums, especially in this post covid world, are worth paying attention to. They were worth it before, but NOW especially! The music world has changed its method of consumption and enjoyment, extending from small changes like drive-in car show fads making a return, to huge changes such as how the film industry works, and how labour is handled in general! We're eventually heading towards a near-exclusively virtual society. It's our bet that when things "return to normal", this quarantine period will have opened our eyes to BETTER ways to do things, and some covid traditions will hold over long after the pandemic is gone. So, get on with the opportunity or miss out, that's the choice, and we like to experience everything life has to offer. So, into the fray we go!

With Liam Walker as team leader, supported by Social Media Integration Manager Edmund Cotter, this team will continue to branch out into fantastic new ways of reaching new fans and markets. We'll be focusing on a few big drum n bass hits in our catalogue, ready for sick gameplay montages and other such vids... maybe a fail montage set to Barry Crocker's "Send In The Clowns"? :^) What a shocker that'd be. What a Barry Crocker!

Aside from that, we'll also be pushing our key acts like Down3r/Key Crashers, Sarkodie, Tekno, Runtown, The Olivia Project, and Fairyland from EdiNet Italy to name a few. We'll then of course be integrating all content outputs to our Social Media for further promo, so get used to hearing from us – we'll be so excited we won't be able to stop blabbing!

So look out world! You're about to hear more from Blue Pie and our artists, and the team is excited to play, and to be a part of this new movement. Already we've been seeing significant propulsion of our artists into Facebook with some explosive growth on both Blue Pie/DJ Central and Ordior, so as we head in this new, modern direction, we're hoping to see that growth continue rapidly as we engage with everything from Fortnite to Witcher 3 to League of Legends to Spyro Reignited to Overwatch! 4 out of those 5 involve dragons too... come with us as we CHASE THEM.

=====

**ABOUT BLUE PIE THE RECORD LABEL:**

Blue Pie Records are one of the world's leading independent record labels and publishing houses. Blue Pie's priority artists include Josh Young, Tekno, Obesere, Toyanna Rae, Obesere, BlackFaceNaija, Missy Crissy, Raz B, DL Down3r, LadyDice, Sean Tizzle, The East Side Boyz, Kay L, Standaard, Jah Mason, Burning the Day, Jack Derwin, Terry Oldfield, Phil Manzanera, Johnny Bennett, Suzanna Lubrano, The Objex, Gordon Waller, Danny Saber, Dave Evans, Dale Bozzio, and Danny Vash to name a few.

Blue Pie distributes over 400 small to medium sized labels including ConcertHouse Music, Destiny Records, Premier Records, Tizzle Nation, Apple Media Africa, Nedjon Entertainment, Idyllium Muisic, Pride Music, Spaghetti Music, G.I Records, Powderworks Records, Deluxe Records, Reality Entertainment, and Raz Beatz Media Group to name a few.

For more information, visit the official Blue Pie Records USA website: [www.bluepierecords.com](http://www.bluepierecords.com)

Press and Media Contact:

**Press and Media Manager**  
**Blue Pie Records USA**  
**Clarence House**  
**Unit 6 No 9 Clarence Street**  
**Moss Vale NSW 2015**  
**AUSTRALIA**  
P: + 61 2 9310 0155  
F: + 61 2 9310 0166  
E: [pr@bluepie.com.au](mailto:pr@bluepie.com.au)  
W: [www.bluepierecords.com](http://www.bluepierecords.com)

=====