



Umprey's McGee Halloween Shows to Be Livestreamed in Social VR via Endless Riff

Fans of virtuosic rock band can watch Oct. 27-28 shows via TourGigs with Oculus Rift headset

New York, NY, October 24, 2017 – Virtuosic rock band Umprey's McGee will livestream its famed Halloween shows — to be held at St. Paul, MN's Palace Theater on October 27-28 — as a social, virtual experience exclusively through social music VR platform [Endless Riff](#) and live concert video producer and distributor [TourGigs](#).

The livestreamed version of the show will take place in Endless Riff's virtual "Endless Ballroom" venue (re-imagined for Halloween), and fans will be able to choose Halloween-themed avatars, including one tied into the band's yet-to-be-announced Halloween costume aesthetic. Each year since 2008, the band has held two-night Halloween blowouts featuring mash-up costumes and songs. Last year's event featured the debut of "Jumpin' Jack Wedding Party (All the Time)" — a mash-up of The Rolling Stones' "Jumpin' Jack Flash," Billy Idol's "White Wedding," and Eddie Murphy's "Party All the Time" — along with two other mash-up tunes and costumes such as Cypress Hill, Hillary Clinton, Hill Billy Idol, Ken Bone Thugs & Harmony, Ronald McDonald Trump, and Daft Punk.

Fans can sign in to the Endless Riff platform via an Oculus Rift headset to watch the shows for free. For more info on getting Endless Riff and viewing content, please visit www.endlessriff.com or www.facebook.com/endlessriff.

"Endless Riff is all about bringing the live concert experience home to fans and letting them experience it together, and I don't think there's a better showcase of this sense of community and straight-up fun than an Umprey's McGee Halloween show," said Mark Iannarelli, CEO of Endless Riff. "From the magic the band is making onstage to the Halloween twists on venue and avatars, this is a can't-miss opportunity for Umprey's fans everywhere."

"TourGigs has worked in the VR space previously, with mixed results," said TourGigs co-founder Jake Saxbe. "But what attracted us to Endless Riff's model are the keen virtual environments and optimized social and interactive elements of their platform, so that users aren't consuming content in isolation. We can't wait to see what they come up with for the Umprey's Halloween shows."

“Umphey’s McGee has a history of unique and interactive Halloween shows, and with UM’s long history of pushing new technologies, we thought there’d be no better way to amplify that than by creating an immersive VR experience,” said Kevin Browning, Manager of Umphey’s McGee. “We know Umphey’s fans are as dedicated and passionate as any there are, and those who can’t make the shows in person will have a blast experiencing the surprises the band has in store for them via Endless Riff.”

Endless Riff also offers Umphey’s fans an opportunity to watch an exclusive, 16-song “umVR” video playlist featuring versions of Umphey’s favorite live performances hand-selected by the band. Viewers are able to interact with their friends and fellow fans in immersive, social VR environments in real time.

Endless Riff will be available on additional devices later in 2017. For more information, please visit www.endlessriff.com.

About Endless Riff

Endless Riff is a virtual reality platform that provides new ways for fans to experience live, recorded, and self-captured music together. A “virtual music festival,” Endless Riff allows music lovers to consume, communicate, and bond over live performances, archived concerts, and exclusive “b-roll” content within existing, former, or new virtual venues. Using networked VR tools, the platform offers content across a broad variety of capture technologies including 2D, 3D, and 360-degree video.

Endless Riff is currently available in open beta in the [Oculus Rift store](#), where users can watch curated playlists with friends (via life-like avatars) within the interactive app. The company plans to offer a variety of branded content experiences along with the virtualization of cherished music venues from across the globe, beginning with New York City’s Rockwood Music Hall.

For more information on Endless Riff, visit www.endlessriff.com.

About Umphey’s McGee

With ten studio albums and thousands of live performances to date, Umphey’s McGee continues to build a fan base that defies categorization. Attracting followers from across the globe and from different musical backgrounds, the band has devoted its craft to creating a community centered around meticulous attention to fan experience. At the cutting-edge of both music and technology, their live show offers immersive tech-fueled innovations, super-serving their massive following. The music itself also defies categorization. Comprised of six critically acclaimed musicians - Brendan Bayliss [Guitar, vocals], Jake Cinninger [Guitar, vocals], Joel Cummins [Keyboard, piano, vocals], Andy Farag [Percussion], Kris Myers [Drums, vocals] and Ryan Stasik [Bass] – the group blends together multiple genres and sounds to make something very uniquely Umphey’s McGee. One of the most respected bands in the industry, the group will be releasing their 11th studio album entitled *it’s not us* on January 12th and celebrating their 20th Anniversary in 2018. A dynamic and vibrant body of work, *it’s not us* is a statement album that showcases the many facets of the band’s world-class musicianship.

About TourGigs

TourGigs was born from the stages, arenas, and neighborhood venues that we, as music fans, love and respect. Capturing LIVE experiences is a responsibility, and we treat it as one, documenting each moment with craft and soul. We rely on a lifetime of relationships in the music industry, including giants Pearl Jam, Jack White, My Morning Jacket, Umphrey's McGee, Shaky Knees, ACL, and X-Games. Be it a concert, festival, or brand event, TourGigs aims to capture the emotion of the event at the highest quality to preserve your live experience for generations to come. Keep it Live with TourGigs. For more information: www.tourgigs.com/about

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