

Press Release

For Websites and Company based Youtube Channels-

New PC Game: The Skeleton War

October 19th marks the warmly-anticipated release of *The Skeleton War*, the game that lets you bring your friends together to tear them apart!

In *The Skeleton War* you take command of a skeleton freshly risen from the grave in the dead of the night to join the eponymous war. As a skeleton you may lose and regain your bony limbs as you run, hop, and crawl your way around the battlefield.

Take up arms against your foes—their arms, if you like—or lob powerful bombs into their midst to send them back to the grave from whence they came.

If your curiosity is piqued, check out the trailer here
<http://www.indiedb.com/games/the-skeleton-war/videos>.

[insert pictures here (possibly ones from IndieDB)]

To find out more (or if you want to jump straight into it) *The Skeleton War* is out now on PC, available to download from <http://www.indiedb.com/games/the-skeleton-war>. Will you join the fight for dominion of the night?

The Skeleton Crew is a small indie development team based in Brisbane, Australia, *The Skeleton War* is their first published game.

Press Contact

[Team Member Name], [Team Role]
crewofskeletons@gmail.com

For Youtube channels Version 2

The Skeleton War now released! IndieDB link inside

G'day [receiver's real name]!

My name is [individual name] and I'm contacting you on behalf of our small student dev team from Australia - The Skeleton Crew. We have just recently released *The Skeleton War*, a light-hearted, LAN-based third-person action multiplayer game for the PC where you can lose and reattach your limbs (and even use those limbs as weapons!) in chaotic bomb-fueled battles. Also features a jazzy soundtrack!

Attached is a press release, and The Skeleton War is now available on PC free to download at our IndieDB page; please visit <http://www.indiedb.com/games/the-skeleton-war>

You can also check out our trailer in glorious 1080p 60FPS quality on Youtube:
<https://www.youtube.com/watch?v=52IJfC9YsY8>

If this seems like something you're interested in, it would be completely awesome if you were able to give it some air time.

We really appreciate you taking the time to check our game out!

All the best,
[Team Member Name], [Team Role]
The Skeleton Crew

For websites with a contact form (no email):

Hey [website name],

My name is [name] and I'm contacting you on behalf of our small student dev team from Australia - The Skeleton Crew. We have just recently released The Skeleton War, a light-hearted, LAN-based third-person action multiplayer game for the PC where you can lose and reattach your limbs (and even use those limbs as weapons!) in a chaotic bomb-fueled battles. Also features a jazzy soundtrack!

The Skeleton War is now available on PC free to download at our IndieDB page:
<http://www.indiedb.com/games/the-skeleton-war>

If this seems like something you're interested in, it would be completely awesome if you were able to give it some air time.

All the best,

The Skeleton Crew

For Youtube channels Version 1

The Skeleton War: A New Indie Game

Hi [receiver's real name],

I'm [individual name] and I'm contacting you on behalf of a small development team The Skeleton Crew. We have just recently released our game The Skeleton War, a multiplayer action game for the PC where you lose and reattach your limbs (and even use those limbs as weapons!) towards your struggle to rest in peace.

In *The Skeleton War* you take command of a skeleton freshly risen from the grave in the dead of the night to join the eponymous war. As a skeleton you may lose and regain your bony limbs as you run, hop, and crawl your way around the battlefield.

Take up arms against your foes—their arms, if you like—or lob powerful bombs into their midst to send them back to the grave from whence they came. Will you join the fight for dominion of the night?

If your curiosity is piqued, check out the trailer here
<http://www.indiedb.com/games/the-skeleton-war/videos>.

[insert pictures here(possibly ones from IndieDB)]

The Skeleton War is now available on PC free to download at our IndieDB page; please visit
<http://www.indiedb.com/games/the-skeleton-war>.

Here's a few links to our various social presences in case you're interested:

Facebook: <https://www.facebook.com/theskeletonwar.theskeletoncrew>

Twitter: <https://twitter.com/TheSkeleWar>

Thank-you for your time and hope to hear from you soon,
[Team Member Name], [Team Role]
The Skeleton Crew

Press Release Targets: To Check For Updates

- Unreal YouTube Channel - get onto 'Powered by Unreal' playlists
- Pewdiepie
- Polygon
- Kotaku
- IGN
- Joystiq
- GameTrailers
- The Escapist
- Destructoid
- GiantBomb
- GamesRadar
- Eurogamer
- 1Up [No longer allows items to be submitted]
- <https://www.youtube.com/user/Node>
- PCGamer
- VG247
- GameInformer
- GameRant
- AusGamers
- ShackNews
- RockPaperShotgun
- Indiegames.com
- <http://indiegameenthusiast.blogspot.com.au/>
- <https://www.youtube.com/user/SeaNanners>
- <http://www.machinima.com/>
- <https://www.youtube.com/user/SkyDoesMinecraft/>
- <https://www.youtube.com/user/VanossGaming/>
- <https://www.youtube.com/user/CaptainSparklez/>
- <https://www.youtube.com/user/TheSyndicateProject/>
- <https://www.youtube.com/user/RoosterTeeth/>
- <https://www.youtube.com/user/BlueXephos/>
- <https://www.youtube.com/user/TobyGames/>
- <https://www.youtube.com/user/JonTronShow>
- <https://www.youtube.com/user/Northernlion/>
- <https://www.youtube.com/user/GameGrumps/>
- <https://www.youtube.com/user/OfficialNerdCubed/>
- <https://www.youtube.com/user/MathasGames>
- <https://www.youtube.com/user/bisnap>
- <https://www.youtube.com/user/BaerTaffy/>
- <https://www.youtube.com/user/markiplierGAME>
- <https://www.youtube.com/user/TotalHalibut> (Cristian Baltoc // cristianbaltoc@cynicalbrit.com)
- <https://www.youtube.com/user/GophersVids>
- <https://www.youtube.com/user/unitlosttube>

- <http://www.pixelprospector.com/>
- gamesbeat
- VideoGamer
- Mashable
- indiegamerchick - twitter
- PixelProspector
- GameJolt
- <http://screenshotdaily.com/>
- vgnaut
- indiehaven
- 4playernetwork
- digitalchumps
- darkstations
- co-optimus
- colonyofgamers
- goodgame at ABC
- gamerevolution
- gamefront
- hookshotine
- pcpowerplay
- quartertothree
- ripten
- snackbar-games
- usgamer.net
- <https://www.youtube.com/user/OMFGcata>
- <https://www.youtube.com/user/NilesyRocks> - (yogscast family)
- <https://www.youtube.com/user/inthelittlewood>
- <https://www.youtube.com/user/Blitzkriegsler>
- <https://www.youtube.com/user/ChaoticMonki>
- <https://www.youtube.com/user/JonOfAllGames>
- <https://www.youtube.com/user/JSmithOTI>
- <https://www.youtube.com/user/MyGowD>
- <https://www.youtube.com/user/slyrdllrotmg>
- <https://www.youtube.com/user/thekillerbits>
- <https://www.youtube.com/user/WeaselZone>
- <https://www.youtube.com/user/Ziegsden>
- <https://www.youtube.com/user/MrZebraGamer>
- <https://www.youtube.com/user/YKYMrFalcon>
- <https://www.youtube.com/user/maskedgamer>
- <https://www.youtube.com/user/MattShea369/>
- <https://www.youtube.com/user/TheJaRDev/>
- <https://www.youtube.com/user/ADDatWorkProductions>
- <https://www.youtube.com/user/Haasth22/>
- <https://www.youtube.com/user/GamingFelix>
- <https://www.youtube.com/user/Flikffxi>
- <https://www.youtube.com/user/thesparrowssjourney>

- <https://www.youtube.com/user/OfficialStuffPlus>
- <https://www.youtube.com/user/sleepcyclesgaming>
- GUF (popular gaming/internet cafe)
- The Nexus dude
- Notch
- Youtuber Geek Remix
- LoadingReadyRun

Pav

Chris

Jake

Julian

Taygen

Zanda

Anyone not listed above that you think we should contact, go for it :)

Remember to contact them via the crewofskeletons gmail.

Email Responses:

- Dan Wilks from PC PowerPlay - might put us on their magazine cover disc
- GameJolt: suggested we host it on their site
- Screenshot Daily: Posted about the game
(<http://screenshotdaily.com/the-skeleton-war/>)

Other Responses:

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