



Final

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Are you ready to rock?

- Air Guitar UK champion seeks members for the ultimate air band -

Spray on that spandex and unleash your inner rock star, the Hoxton Creeper, the reigning Air Guitar UK champion is on the hunt to form the ultimate air band.

Comprising drums, bass, keyboards, vocals and guitar, the Hoxton Creeper has posted an ad on Gumtree.com that has already received a massive amount of interest from budding air music enthusiasts.

If you fancy picking up an invisible instrument and going wild to classic anthems – as penned by the likes of AC/DC, Queen and The White Stripes – then it's time to step up, tune up and rock out.

"Air guitar has come a long way in the last 10 years. It's evolving and we want to be part of that evolution. I wanted to formalise the concept of what we've started with the Air Guitar Heroes nights. Take all that raw talent and form the band" says the Hoxton Creeper.

"Playing air guitar is one of the purest art forms left," says Zac 'The Magnet' Monro, 2-time World Champion and co-founder of Air Guitar UK and Air Guitar Heroes. " It's just you and your talent up there in front of the masses. Forget the X Factor and those other talentless shows. This is absolutely the real deal. You can't fake Air Talent."

“The amount of interest I’ve had has been phenomenal and I think we’re ready to bring together people who share the same passion, energy, skill and love of rock,”

Sophy Silver from Gumtree.com said: “The site has been experiencing a steady increase in posting for air guitarists for a while now but having the Air Guitar UK champion on our site is really exciting.

“We are so pleased that he chose Gumtree.com as the portal to launch his search that we couldn’t but help to get involved. We want to help him create the first ever live gig for **his** air band, that will be played in London, so that his dream can be fulfilled.”

In collaboration with the Hoxton Creeper, an Italian chef from London, will be Zac Monro the twice world champion and voice of Air Guitar UK. Together, they will put their expertise, experience and knowledge to the test to find the hottest talent around.

Zac Monro explains: “It’s all about discovering the charisma you just can’t fake. A good Air Musician can show the kind of raw creativity and passion you rarely get in the music industry. It’s about getting into the zone, it’s about stage presence and what you bring to the performance when you have to leave the instrument behind. We will be looking for a feisty band of miscreants who can really rock a big venue.”

The posting on Gumtree can be found at:

Submission is simple. Choose the backing track wisely, don a rock persona, adorn yourself with the clothes that best reflect your character and be prepared to make an impression. Record your best performance and send it as an MPEG or YouTube video to chris@gumtree.com.

Audition tapes will be vetted by the Creeper himself along with Zac Monro. And if the champions choose you, be prepared for the experience of a lifetime.

- Ends -

Top Tips

1. Getting started There are only three places in the band – which makes them like hen’s teeth – so think hard about how you’re going to wow the crowd

2. Inspirations Your choice will most likely determine how you do. Creating some of the most memorable characters is down to the raw creativity and the outlandish inspirations the each performer brings to the performance. Decide who you want to be then go about creating your inner you...

3. Soundtrack Make an impression... you need to make it good. You can cut and paste certain sections of your favourite tracks to ensure you make the biggest impact, or take time to consider what drives people wild

4. Costume While spandex is the material favoured by main air guitar musicians, when it comes to rock, it’s almost all about how you look. So it’s important to consider what you wear on stage. Street clothing is banned on stage. It is a show and unless you can make a little effort - you will not be allowed on stage

5. Attitude Within seconds the audience will sense if you have it or not. It’s their killer instinct. You must cultivate the attitude. You must believe it to win it

6. Show On stage, it only takes a minute to wow or bomb with the crowd so you need to consider the following: entrance, lead up to solo, finale, exit

7. Technique While technique isn’t all of your performance, it is definitely part of it. Hone your skills to make sure the audience knows what you’re playing without explanation – is it the drums or a diablo? Work out the beat and play to it. Musical instruments tend to be big – and so should your actions – otherwise it might look like you’re playing with yourself rather than an instrument (ahem). Check out your fave rock videos to get some tips on classic moves

8. Crowd The audience is your biggest critic and can be a scary mob to face if you brush them up the wrong way, so make sure that you put the work in and plan your act to make sure you get the results you deserve

9. The auditions You have to impress the champion if you want to play with the champion. Make sure your entry is the best possible for your chance to play that one off gig

10. The winners Congratulations... you’re in the band! It will be a tough old competition but winning brings endless amounts of kudos, commercial exploits and bragging rights. And a gig in a central London venue. Don’t forget your costume and attitude and get ready to wow the crowd as you

rock out.

Good luck!

For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email gumtree@lexispr.com

About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 60 cities across 6 countries - the UK, Ireland, Poland, Australia, New Zealand and South Africa
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
 - 20,000 new ads in a day
 - 100,000 new ads in a week
 - Half a million new ads in a month
 - Three quarters of a million ads live on the site at any one time
 - 150 million page impressions every month
 - Around 3 million visitors a month
 - Gumtree.com users spend 5,360,000 minutes on the website each month
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends

About airguitaruk.com

- Airguitaruk.com was created in 2006 to set-up a formal UK final for the Air Guitar World Championship Federation (www.airguitarworldchampionships.com). The final takes place in August each year and sells-out the Carling Academy in Islington.
- AGUK in association with Air Guitar Heroes runs monthly nights of Aireoke (where karaoke gets it's butt kicked).
<http://www.myspace.com/airguitaruk>
- Airguitaruk.com supports the Teenage Cancer Trust. Each day in the UK, 6 teenagers are diagnosed with cancer and many are treated on inappropriate facilities with older people or very young

children. Teenage Cancer Trust builds specialist wards for teenagers with cancer in NHS Hospitals.

- Air Guitar is a force for peace. You cannot steel something which is invisible.