



Yule a GO-GO

SALES & MARKETING

- The one and only holiday burlesque DVD!
- Originally released online during 2008 holiday season, it was such a success that it's now being released to mainstream retail (re-release features lower pricing)
- Limited edition two-disc version available: DVD and bonus audio CD with original arrangements of holiday classics
- Prior press hits: *New York Times*, G4TV's *Attack of the Show*, CW11 *Morning News* and Gizmodo.com; this year will include full press servicing to print, television and online media as well as pitching national television and Yule log features on men's TV networks (Spike, G4TV, etc)
- Built-in fan base from the dancers on the DVD—all perform regularly in New York as well as across the country, with tens of thousands dedicated followers through each dancer's dedicated social networks
- Radio department working to set up interviews with the dancers to national morning shows
- First 4,000 units will include bonus audio CD with original arrangements of holiday classics
- Contains no nudity; 12 dancers dance from full costume down to underwear and pasties

LABEL: RAZOR & TIE
ORDER USING: 793018603195
GENRE: HOLIDAY
STREET DATE: SEPTEMBER 29, 2009

"Hot chicks with logs, what more do you need?!" – Chris Gore, *G4TV's Attack of the Show*

Big names in the New York burlesque scene including MsTickle, Gal Friday, Bunny Love, Little Brooklyn and more dance to groovy go-go-tastic versions of such holiday classics as "We Wish You A Merry Christmas," "Good King Wenceslas," and "Jingle Bells." Burlesque is gaining more and more fans each day (thanks in part to Carmen Electra's recent Las Vegas burlesque show!)—*Yule a Go-Go* fuses that art with the classic holiday TV "burning log" for a new and exciting holiday gift!

This release will be supported by an extensive online push to men's blogs and holiday gift lists, as well as a fun, impulse buy at retail. Yule love it!



RAZOR & TIE

www.razorandtie.com
www.yuleagogo.com

TRACKS

- Angie Pontani – "Joy to the World"
- Anita Cookie – "I Have a Little Dreidel"
- Bunny Love – "We Three Kings"
- Chicava HoneyChild – "Dance of the Sugarplum Fairy"
- Creamy Stevens – "Hanukkah oh Hanukkah"
- Gal Friday – "Good King Wenceslaus"
- Harvest Moon – "Auld Lang Syne"
- Julie Atlas Muz – "Hark the Herald Angels Sing"
- Little Brooklyn – "Jingle Bells"
- The Maine Attraction – "We Wish You a Merry Christmas"