**Arcade Paradise EP – Marketing text**

| **Song** | Arcade Paradise EP |
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| **Band** | Ivar & The Horde |
| **Ivar & The Horde** | Hailing from the furthest corners of the USA and colliding as kids in the backstreets of Grindstone; these disenchanted souls, united through the allure of Norse mythology, hip-hop & heavy rock, found solace and a euphoric release through creating a noise and voice for generations XYZ and beyond.    Smashing together different styles of sonic energy, and assuming new identities; **Ivar “The Boneless”** vents at the system and inherent dysfunction, as The Horde (**Freya** – guitar, **Torvi** - drums & **Mikaela** – bass) rip up the rule book and inject anger into grooves straight from Valhalla...  Arcade Paradise is the awakening of the self, the rejection of unrealistic expectations and the manifestation of your own destiny. |
| **Lead Singer** | Ivar **“**The Boneless”Hordea.k.a**.** Stu Brootal |
| **Written and Produced** | Lyrics by Stu Brootal, co-written and produced by Kieron Pepper and Ben Pickersgill. |
| **Written by** | Lyrics by Stu Brootal and Kieron Pepper. |
| **Produced By** | Produced by Kieron Pepper and Ben Pickersgill. |
| **Mastered by** | Mastered by Bob Macc | Subvert Mastering. |
| **Track Listing** | **Arcade Paradise EP** Ivar & The Horde - Arcade Paradise (Explicit) Ivar & The Horde - Arcade Paradise (Future Funk Squad Electro Mix) Ivar & The Horde - Arcade Paradise (Radio Edit) Ivar & The Horde - Arcade Paradise (Instrumental) |
| **Arcade Paradise EP Description** | A disinterested parent with zero confidence or interest in his kid, hands them the keys to the laundromat with one request… “Don’t mess it up!”.  This nonchalant, verbal clip around the ear creates a great motivation and drive for Ashley to show their pops exactly what they are made of. We have all been there, and we have all experienced this at some point in our lives.  Fired up, determined and showing just what can be done with the right focus… Stu Brootal and his crew smashes it out of the park with the right level of anger and energy, and matches the story with a true believable performance that can only be described as inspirational.  Arcade Paradise is the lead song from the same named video game ‘Arcade Paradise’ and its story is the key theme of the song. |
| **Arcade Paradise – Ivar & The Horde** | Ivar and his Horde venting against the system and channeling their rage into this heavy groove-led anthem of revolution for the rebel youth. |
| **Arcade Paradise (FFS Electro remix) – Ivar & The Horde** | Stepping in his time-machine the leader of the Future Funk Squad sets his coordinates for the 80’s breakdance scene, spinning Ivar’s rap manifesto into another dimension. |
| **Charity Tie In with Safe In Our World (long description)** | Feeling held back, suffocated, and mentally downtrodden like Ashley? There is hope… there is life… there is help! Arcade Paradise is a story that resonates closely to the message of [Safe In Our World](http://www.safeinourworld.org/). It is an inspirational message of what can be achieved, with help or, the right motivation… How you CAN rise up against the machine, and how you CAN make your life great.  All proceeds from sales of the Arcade Paradise EP from [Bandcamp](https://wired.gg/ArcadeParadiseEP) will be donated to the video games mental health charity [Safe In Our World](http://www.safeinourworld.org/). Set up in 2019, the main goal of Safe In Our World is to create and foster worldwide mental health awareness within the video game industry for gamers and industry people worldwide. Visit [www.SafeInOurWorld.org](http://www.safeinourworld.org) for more information. |
| **Charity Tie In with Safe In Our World (medium description)** | All proceeds from sales of the Arcade Paradise EP from [Bandcamp](https://wired.gg/ArcadeParadiseEP) will be donated to the video games mental health charity [Safe In Our World](http://www.safeinourworld.org/). Set up in 2019, the main goal of [Safe In Our World](http://www.safeinourworld.org/) is to create and foster worldwide mental health awareness within the video game industry for gamers and industry people worldwide. Visit [www.SafeInOurWorld.org](http://www.safeinourworld.org) for more information. |
| **Charity Tie In with Safe In Our World (short description)** | All proceeds from sales of the Arcade Paradise EP from [Bandcamp](https://wired.gg/ArcadeParadiseEP) will be donated to the video games mental health charity [Safe In Our World](http://www.safeinourworld.org/). |