



## Fancorps.com Takes Blue October's Street Team to the Next Level

*Platinum selling Universal Motown artist Blue October enlisted Fancorps.com to manage their street team of over two thousand members. The team has since grown stronger than ever and helped push the band to mainstream success.*

Dallas, TX (Billboard Publicity Wire) June 22, 2007 -- An online street team management social network, [Fancorps](#) has made communication with and organization of the band's growing street team easier than ever. With a one of a kind Web 2.0 interface, the Fancorps application enabled [Blue October's](#) management to step in and really take control of the team. "The street team was basically a huge email list of fans dying to help. The problem was we had no efficient way to inform them as a whole without being overwhelmed by their responses or to break them down geographically to direct them to do what was needed." says manager Paul Nugent. "Teaming up with Fancorps solved all these problems and helped us get the team on track."

Countless Orders have been completed by the team including big pushes for airplay of the band's video for the single "Into The Ocean." In February, the video reached the number one spot on the VH1 Weekly Countdown and remained on top for several weeks thanks in part to an aggressive street team campaign. Another thing in particular the team accomplished was having a hand in helping the band secure a performance on the Late Night with Conan O'Brien show. For several weeks the team members wrote personalized letters and sent them to the show requesting Blue October be a guest. Coincidence or not, within six weeks the band was asked to appear for the first time, performing their latest single, "She's My Ride Home," from their hit album "Foiled."

Other tasks such as posting online promotional banners throughout [MySpace](#) and distributing hand bills also helped the band promote their North American tours throughout the last year.

The Blue October street team on Fancorps.com is currently promoting the band's scheduled Summer and Fall North American tours with support acts Yellowcard and Shiny Toy Guns, as well as high profile performances at the Lollapalooza and Austin City Limits Festivals.

Also on deck for the band is a premium edition of their latest album. "Foiled For The Last Time" is a two-disc set consisting of the full version of the "Foiled" album; 14 newly recorded songs performed live earlier this year during the band's Teach Your Baby Well tour; exclusive remixes by legendary DJ/Composer Paul Oakenfold (U2, Moby, New Order) and Grammy nominated producer/remixer/musician Carmen Rizzo (Coldplay, Pete Townshend); a remix of fan favorite, "Calling You"; and, a live version of "Angel," are among the bonus offerings, as well as links to exclusive video content and never-before-seen footage of the band.

For more information on Blue October, their upcoming album and tours visit their official website at [www.blueoctober.com](http://www.blueoctober.com). Their official Fancorps team site can be found at <http://www.fancorps.com/blueoctober>

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).