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INDIE ELECTRO DANCE GROUP GOBI ANNOUNCES SINGLE RELEASE PARTY AT STUBB'S INDOORS FRIDAY, JULY 25 WITH THE SHEARS AND A.J. VINCENT

'Born to Dance' available now for [free download](#) and to be released on vinyl as lead up to the 'Gold On Black Ice - Deluxe Edition' full length re-release in January 2015

Online contest invites fans to showcase their moves on GOBI's [Facebook page](#) offering chance to dance onstage at release party and win free house concert

(AUSTIN, TEXAS – July 2014; source: Juice Consulting) – Indie electro dance group **GOBI** has announced their single release party on **Friday, July 25** at **Stubb's** (indoors) featuring dance pop group **The Shears** and psychedelic indie electro rocker **A.J. Vincent**. Doors will open at **9 p.m.** Tickets are **10 USD** in advance and **12 USD** at the door and can be purchased at www.C3concerts.com. Stubb's is located at **801 Red River Rd., Austin, TX 78701**. For more information on GOBI and to check out the official video for "Born to Dance" (directed by **Brad Montesi**), please see GOBI's official website: www.goldonblackice.com.

The release show will be a celebration of GOBI's first single release for "Born To Dance" (co-produced by **GOBI, Colin Cadillac Roberts** and **AJ Vallejo**) which is the first single off the deluxe edition of the group's self-titled release *Gold on Black Ice*, due to be officially re-released in January with several brand new tracks. Leading up to the July 25 show, GOBI encourages fans to submit a 30 second video of themselves dancing to the highly energized tune as part of an online contest. All submissions should be posted to GOBI's Facebook page (www.facebook.com/GOBIBand) by **July 18**. GOBI will select the top three contestants the week before show and invite them for a "dance off" on stage at the Stubb's release party. The winner will receive a **free 60 minute house concert from GOBI** (limited to the Austin area, please see GOBI's Facebook page for contest details) and a **\$100 cash prize**.

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“When we wrote ‘Born to Dance,’ we were gearing up for a few festivals where we were playing with a lot of heavy hitting dance artists,” said **Chuco Phil**, lead singer of GOBI. “We are always trying to make our live show more of a journey and we wanted to write a track that was super pumped on the floor for more aggressive dance. A track that we could play last in a short set and leave the crowd exhausted from moving,” he said.

Justin Dillon, beat-maker and producer of GOBI, wrote the beat to the track on an older piece of analog hardware equipment called a Korg ESX1. “We sequenced and produced the track together,” said **Dillon**. “Once the songs on the album were done being written, we called in Colin Cadillac Roberts and our good friend AJ Vallejo to help polish the songs and make them as sonically perfect as we could.”

Chuco Phil wrote the lyrics to the song. “It was definitely one of those lyric writing sessions where the Duende takes over and lightning strikes quick,” he said. “I had been listening to a lot of Rick Ross, and he has a way of delivering a hook that is so simple and to the point it just sticks with you. I pretty much substituted the iconic Miami rap references for pop dance music and TV references. I’m a huge MJ and Eric Clapton fan, and I had told the guys I really wanted to make a song where I referenced them. I had no idea it would end up being in the same song.”

“GOBI breaks the EDM mold into pieces and re-constructs it into their own super Frankenstein creation of bombastic beats,” said **AJ Vallejo, Vallejo Music Group Producer / Publisher** and lead singer of Austin group **Vallejo**. “With Dillon’s brilliant melodies and Chuco Phil’s rapid-fire yet smooth hydroponic flow, the hooks are insane and inescapable. Every day working with them was a sonic and exciting treat to the senses.”

About GOBI:

GOBI stands for Gold on Black Ice. The story of GOBI begins in west Texas, on the borderland of El Paso and Juarez, where Justin Dillon and Chuco Phil first met. The two would venture across the border every weekend spending countless nights in the clubs and discotecas on “The Strip” in Ciudad Juarez. There the thriving grooves and uptempo beats would take them on many sleepless nights, and instill an unstoppable curiosity and desire to create their unique and iconic breed of electronic dance music IDR (Indie-Dance-Rap). Now based out of Austin, Texas, GOBI has gained the organic rhythms of drummer Matt Dunn, as well as the reputation for turning any room into a jungle of lights and beats. Their IDR sound and catchy hooks have landed them at Nocturnal Fest, Neon Desert Music Fest, Bacardi+ Fest and the Pachanga Music Festival. GOBI has shared the stage and opened for acts ranging from: G-Eazy, The Cool Kids and Chiddy Bang, to DJs such as MSTRKRFT, Treasure Fingers, Z-Trip, Paper Diamond, and new dance groups Big Gigantic, Future Rock, and Nobody Beats the Drum. For more information and a list of upcoming shows, please see www.goldonblackice.com.

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**BORN TO DANCE
PARTY**

GOBI

WITH

THE SHEARS & AJ VINCENT

CELEBRATING THE SINGLE RELEASE OF
BORN TO DANCE

JULY 25 • STUBBS (INDOORS) • DOORS 9PM
TICKETS: C3CONCERTS.COM | GOLDONBLACKICE.COM