



**COUCHWARRIORS PRESENTS THE THIRD ANNUAL BAM - BATTLE ARENA
MELBOURNE GAMING EVENT ON OCTOBER 1 & 2
AUSTRALIA'S END OF YEAR FIGHTING GAME FINALS**

**SPECIAL PREVIEW EVENT FOR UNRELEASED TITLES: STREET FIGHTER X TEKKEN,
ULTIMATE MARVEL VS CAPCOM 3 AND SOUL CALIBUR 5**

FOR IMMEDIATE RELEASE MELBOURNE, Friday 16th September.

The major end of year event in the Australian fighting game tournament calendar returns on October 1st and 2nd, 2011, as gamers around the country prepare to compete for glory in BAM - BATTLE ARENA MELBOURNE.

BAM expects to attract over 300 players and spectators and over 13,000 viewers on the live video stream, bringing this exciting event in gaming culture to an ever growing audience.

The event, run by Melbourne group COUCHWARRIORS, is in its third year and is preparing to blow gamers away with a superbly run series of tournaments over the weekend that will feature Australia's top class players battling for trophies, prizes, and most importantly, the title and the bragging rights.

BAM will this year hold an exciting Preview showcase of exciting unreleased games, and will be partnering with Australia's dedicated Video Games Cocktail bar, The Manabar, for a special pre-BAM exhibition event on Thursday 29th September.

Players are encouraged to pre-register at the BAM website: <http://www.couchwarriors.org/bam>

WHERE

CQ, Event Room 2, 123 Queen Street, Melbourne VIC 3000

PREVIEW SHOWCASE .

For the first time in Australia, these highly anticipated upcoming titles will be showcased:

STREET FIGHTER X TEKKEN and **ULTIMATE MARVEL VS CAPCOM 3** from THQ/CAPCOM
and **SOUL CALIBUR 5** from NAMCO BANDAI



LIVE STREAMING

The CouchWarriors team will be connecting players around Australia and beyond to the most exciting matches in each pool, along with all finals matches and preview exhibitions, throughout the weekend. We are plugged into a huge fighting game audience worldwide, with this year's EVO World Finals in Las Vegas attracting over 2 million unique viewers.

2011 GAMES

Official games this year are **SUPER STREET FIGHTER IV: ARCADE EDITION**, the main attraction will feature not only a world class One-on-One Tournament, but a Teams tournament and the friendly rivalry of the SYDNEY VS MELBOURNE Exhibition.

The superpowered insanity of **MARVEL VS CAPCOM 3** will likewise carry fierce interstate competition. Also featured in the 2D fighting segment are **BLAZBLUE: CONTINUUM SHIFT 2**, and **STREET FIGHTER III: THIRD STRIKE**, recently rereleased on XBL and PSN.

Broadening the styles of combat on offer at BAM are the official 3D fighters, **TEKKEN 6** and **VIRTUA FIGHTER 5**. Each of these respected games will see a new version in 2012. TEKKEN will feature additional prizes from NAMCO BANDAI, while VIRTUA FIGHTER offers an additional prize pack from SEGA.

Finally, a huge part of the scene is the **SUPER SMASH BROS BRAWL** and **MELEE** tournaments which will be massive events in themselves and will run concurrently at BAM.

Plus dedicated space for playing the Preview games and for Social play.

ABOUT BAM

BAM (Battle Arena Melbourne) is a two day fighting game tournament and the largest of its kind in Australia. In its first year, 2009, BAM drew over 240 dedicated gamers and coverage in Hyper Magazine, on Level3 TV, and other gaming media, while highlighting the explosive growth in the fighting game community. With last year's BAM and its counterpart event, Shadowloo Showdown, fuelling further growth in the Australian scene, we expect to blow the doors off with a hugely entertaining and compelling series of tournaments featuring Australia's best.

Of course, tournaments are not just about winning, but providing a great environment for players to socialise and improve their skills, and we support players of all levels with social play available and each tournament is open to all comers.

We also encourage spectators and media to participate in this energetic celebration of gaming culture.

PRIZES AND SPONSORS

BAM is proudly supported in 2011 by these sponsors:

COUCHWARRIORS as organisers are supplying Championship Trophies for the winners of each major tournament, and top placers also take home their share of the entry fee cash pool.

THQ is supporting BAM 2010 with a package of CAPCOM fighting game prizes and is providing the early build machines of both STREET FIGHTER X TEKKEN and MARVEL VS CAPCOM 3 ULTIMATE for an exclusive preview and side tournaments.

<http://www.thq-games.com/au/>

NAMCO BANDAI is providing prize support for TEKKEN 6 and providing an early showcase to its famous weapons based fighter, SOUL CALIBUR 5

<http://www.namcobandaipartners.com.au>

MADMAN ENTERTAINMENT is providing a major prize package shared across all games, featuring DVD and BLU-RAY releases of the latest hot anime, asian cinema and cult films.

<http://www.madman.com.au>

SEGA AUSTRALIA is supporting BAM 2012 with an additional prize package for the world's first 3D fighting game, VIRTUA FIGHTER, with a SEGA games pack.

<http://www.sega-australia.com>

MANABAR is partnering with COUCHWARRIORS in producing a BAM preview night on Thursday, 29th of September and providing drink card prizes for attendees

<http://www.manabar.com.au>

PIE FACE Little Collins St provides attendees with meal discounts throughout the weekend

<http://www.pieface.com.au/>

TEKTIME and WESTERN DIGITAL provide a major Western Digital prize pack of lifestyle tech.

<http://www.tektime.com.au>

MEDIA SUPPORTERS AND COMMUNITY:

Level 3 TV - www.level3.com.au

The Shadowloo - www.shadowloo.com

OzHadou - www.ozhadou.net

FOR MORE INFORMATION AND CONTACT:

<http://www.couchwarriors.org/bam>

Spectator and Press Passes to cover the event are encouraged and welcome. Tournament organisers and players will be available for interviews and quotes.

For event enquiries, please email Brendon Watson (Loki) tehloki at [gmail.com](mailto:tehloki@gmail.com)
For sponsorship and media enquiries, please email Daniel Chlebowczyk (Berzerk) berzerkdc at [gmail.com](mailto:berzerkdc@gmail.com)

ABOUT COUCHWARRIORS

CouchWarriors was created to revive the Melbourne fighting game community, a grass roots project which has blossomed into large events like BAM as well as an inclusive monthly tournament event for social play and ranking battles. For more information on CouchWarriors contact the above or visit <http://www.couchwarriors.org>

CW on Facebook: <http://www.facebook.com/couchwarriors>

CW on Twitter: <http://www.twitter.com/couchwarriors>

