

Coheed and Cambria Partners with WeVideo to Launch New Album, *The Afterman: Descension*

Palo Alto, CA (February 6, 2013) – Just in time for the release of their new album, *The Afterman: Descension*, prog-rock band, Coheed and Cambria today announces a creative partnership with cloud-based video editing company, WeVideo™, to engage fans in creating their own music videos for the song *Dark Side of Me*.

“Storytelling has always been a significant part of Coheed and Cambria’s music so we’re excited about this new, fan-made component to their work,” says Griffin McCabe of Velvet Hammer Music and Management Group, which manages Coheed and Cambria. “The band’s music has a narrative tapestry that fans connect with and we can’t wait to see the music videos they come up with.”

Coheed and Cambria fans can create their own music videos on the band’s website, <http://www.coheedandcambria.com/videolab/ENTER.html> in a designated “Video Lab” where they will have access to the song *Dark Side of Me*, inside a video editing window, powered by WeVideo. Fans can import pictures, videos and sounds from their own computer and also from their Facebook, Instagram, Box and other cloud media storage locations. Final videos are exported to the fan’s YouTube account and selected videos will be made public on Coheed and Cambria’s website.

“The world is becoming evermore social and we see fan-engagement services like WeVideo becoming a natural part of music industry promotion,” says Mark Floisand, Vice President of Marketing at WeVideo. “We’re pleased that Coheed and Cambria is working with us and engaging their fans in this collaborative, creative way.”

About Coheed and Cambria

Over the past 10 years, Coheed and Cambria—singer-guitarist Claudio Sanchez, guitarist Travis Stever, bassist Zach Cooper and drummer Josh Eppard—have distinguished themselves as amongst the most gifted storytellers in rock. Sanchez’s *The Amory Wars* narrative—spun out across their five previous studio albums which together have sold over 2 million copies in the United States alone—is a good vs. evil science-fiction epic that’s become to Coheed and Cambria fans something like what *The Wall* and *Quadrophenia* were to previous generations. Mark Wahlberg and Steve Levinson recently announced they will produce the live-action film version of the epic cosmic narrative.

Coheed and Cambria seized on the momentum this year with the October 9 release of *The Afterman: Ascension*, Volume I of their remarkable new double album. *Ascension* charts the sci-fi journey of Sirius Amory into the starts of the alternate universe known well by Coheed fans as ‘Heaven’s Fence.’ Upon entering “the Keywork,” the blue gaseous energy force that powers these worlds,

Amory stumbles upon the Afterlife. In his first confrontation with a soul, “Domino the Destitute” possesses Sirius, who is forced to relive the frenetic events that occurred in Domino’s waking life. Volume two, titled ***The Afterman: Descension*** will follow on **February 5, 2013**. ***Descension*** follows Sirius’ return to his home planet where he faces not only the moral dilemma of sharing what he has discovered, but also a tragic accident that will turn his life upside down.

The Afterman: Ascension debuted at #5 on the Billboard album charts, and sold more than 50K albums in its first week.

About WeVideo

WeVideo, Inc. (www.wevideo.com) provides a unique, collaborative video editing service that helps people from all over the world simply create and share great-looking videos by leveraging the strength of the cloud. The WeVideo editor is easy enough for first-time video creators, and sophisticated enough to help anyone create a professional-looking video. WeVideo works on any web browser and also on mobile devices. The company’s headquarters are in Palo Alto, California and its platform is based on a proven technology that originated in Scandinavia.

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