



**"Behind the Mirror"**  
**release date: 29.10.2010**  
**Artist Station Records/Soulfood**

*"Mirror, mirror on the wall, who is the fairest of them all.."*

*The Sleeping Beauty, Cinderella and Snow White joint hands and tell a modern fairy tale on the new ROOGA album "Behind the Mirror".*

The Viennese band ROOGA, formed in 2006, are treading new paths on their **new album "Behind the Mirror"** (release date: 29.10.2010, Artist Station Records) as they combine powerful rock music with catchy melodies and fairy tale lyrics, taking you to different realms, yet remaining terrifyingly real. Take a peek through the looking glass, on what remains, when all the appearances have faded. This picture can often be disturbing, sobering, yet always manages to mesmerize its beholder. So what's the moral of the story? An album worth listening to, worth seeing and feeling -- allow yourself to be enchanted.....

The Viennese rock band ROOGA was **founded in early 2006** and consists of singer Kati, guitarist Alex, Victor on Bass and drummer Klaus. Before the release of their first long player, with nothing but a demo out, the 4-piece managed to **win both the Local Heroes band contest in 2006** with bands from all over Austria participating and then **in 2007 the Europe-wide International Live Award**. In **2008** they finally released the **debut record "Leaving the Scene"** in Austria, Germany and Switzerland through Alive Records (Germany). The following months the band played numerous gigs at home and abroad, in small clubs as well as on huge festival stages **supporting bands** like Living Colour, Soulfly, Billy Sheehan, Dog Eat Dog, T.M. Stevens and others which brought the bands not only new fans, but also, having played **more than 150 live gigs** in the meantime, helped them to establish a certain status in the Austrian music scene. In June **2011** they have played at Austria's hugest rock festival, **Novarock**, together with bands like 30 seconds to mars, Alter Bridge, Linkin' Park and many more. Since 2009 the band has been **supported by** trendy liquor manufacturer **Jägermeister**, making the band from now on an official "Jägerband Austria". It took more than a year to work on new songs, establish new ideas and finally in October 2010 the new record "Behind the Mirror" is presented, demonstrating the development of the band on all levels.

Just an extract from a multitude of **positive reviews**:

*"...tough, rocking, up-beat. Something wicked this way comes. This time from Austria's mountains.."*

*"...not only do they step on the accelerator with massive guitar riffs, the vocals are spot on as well... Absolutely awesome! .."*

*“...other bands could just as well take a leaf out of their book. Very professional! The songs are very convincing and the buyer gets a good deal of value for his money..”*

*“...It's definitely time for lots of similar bands to fasten their seatbelts, cause those guys are on the fast lane..”*

*“...An album, from this Viennese Band, which clearly is a winner! ..”*

Because of the media's presence (e.g. the fairy tale video to "Face To Face" gained more than 3000 YouTube views a very brief time after its' online release) and a sold-out Release Party in Vienna's Local Club other companies got interested in the group too, consequently drummer Klaus has recently become proud **endorser of Agner Drumsticks, TAMA Drums and Anatolian Cymbals** emphasizing the band's ambitions.

Even in the **USA** people became aware of the Viennese band and as a result their song "Face To Face" was included on the **Streetcult Loud Music Compilation** (out in March 2011) next to international heavyweights like Kingdom Of Sorrow, Scum Of The Earth (Rob Zombie), and others.

Recently the band released the **new single "Take Me Away"** on the **29th of April, 2011**. The video clip, like its predecessor "Face To Face", is so much more than just another ordinary clip, but once more combines a thrilling story with gloomy atmosphere, great pictures and high gain rock music on top.

ROOGA are:

Kati – vocals

Alex – guitars

Victor – bass, backing vocals

Klaus – drums, perc

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