



MEDIA & INFORMATION KIT

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INTRODUCTION



he Gaiscíoch (pronounced Gosh-Kia) Social Gaming & Athletics Community began on November 11th 2001 in the industry pioneering MMORPG "Dark Age of Camelot". We began on the Nimue roleplaying server with a focus on creating a fun and enjoyable community for players of all ages and skill levels.

The Gaiscíoch takes it's name from an Irish legend found within the *Lebor Gabála Érenn* which chronicles the first people of Ireland, the Tuatha de Danaan. Specifically the First Battle of Moytura where the Tuatha de Danaan hand picked the most honorable and loyal warriors to fight along side the Celtic gods in a battle against the Fir Bolg. These Warriors were known as the Gaiscíoch.

With our roots firmly attached in the Celtic Mythological Cycle, the Gaiscíoch hold honor, respect, integrity, and fellowship, over hierarchy and dictatorship. Today the Gaiscíoch span many games, sports, and social circles.

We are a social gaming community with a relaxed approach toward gaming. We allow our members to play how they want, when they want, as long as they want and do not constrict them with quotas or requirements. It is through gaming, athletic competition, and social interaction that we forge new friendships and relationships.

HISTORY

CHAPTER ONE:

DARK AGE OF CAMELOT (2001 – 2006)



he "Gaiscíoch na Anu" were formed in Dark Age of Camelot in 2001 on the Nimue server to bring classic Celtic fairytales to life in a virtual version of Ireland. Originally designed as a Roleplay guild, the Gaiscíoch excelled at mixing roleplaying with large scale all inclusive siege warfare. The Gaiscíoch na Anu became leaders of the Hibernian realm in all things Realm vs Realm as well as host to monthly Dragon raids. The first round of community events came in the form of Gaiscíoch Siege Nights. These events were large scale coordinated assaults on the enemy realm which were always focused on using speed and tactics to out maneuver our much larger foes. By the time the Gaiscíoch left Dark Age of Camelot they were over 500 members strong and built an extended alliance which included 32 guilds. In 2006, like many Americans, the leadership of the Gaiscíoch were hit by financial hardship and ended up closing down the community until the economy recovered or a more suitable game was found. Many moved on to play Guild Wars while they searched for employment, while others scattered to the wind trying every game under the sun.

CHAPTER TWO:

WARHAMMER ONLINE (2008 – 2011)




On September 16th, 2008, a few of the original members decided to give it another go and give Warhammer Online a try. With 8 members of the original team, the focus was changed from roleplaying to one of casual nature. The Leadership learned how the economy, and life situations could hinder one's ability to participate in a moments notice and they wanted to create an environment within Warhammer Online where people of all skill levels, ages, or professions could come and have a good time, make some new friends, and contribute in their own time and their own way.

Within the first 3 months the Gaiscíoch ranks swelled to 500 characters. Within 6 months the Gaiscíoch grew to fill 2 guilds with over 900 characters. This Multi-Guild approach was re-branded as the "Gaiscíoch Family". Where each guild was a room within the Gaiscíoch house. By the 1 year mark the Gaiscíoch had 1,200 characters and launched it's 4th Gaiscíoch room. At it's height the Gaiscíoch had over 1,700 characters associated with the community.

Through the 2 years of running the Warhammer Online "Family", the Gaiscíoch hosted 3 community driven public events per week including the smash hits "Battle for Badlands" and "Open PuG Night". They focused on building communities and organized the 58 guild Tuatha Extended Alliance which organized community events for the entire server. The Gaiscíoch gained recognition for these events from Mythic Entertainment, Massively.com, GameTrailers.com, Warhammer Alliance, and TenTonHammer.

CHAPTER THREE:

RIFT (2011)

fter the departure of the Gaiscíoch from Warhammer Online, the Gaiscíoch found themselves searching for a game whose development team had a strong community focus, could harbor large community events, and offer enough dynamic content to keep players interested for quite some time. After several months of searching, the Gaiscíoch found RIFT, a next-gen title who had a very strong development team, a close connection to their community, and the technological know how to produce an awesome game.


Before launch, the Gaiscíoch were invited to become Alpha Testers and within a few months of testing, Rift developer, Trion Worlds, invited us to visit their headquarters in Redwood Shores, Ca. To take an inside look at Rift and share some comments for the Rift publicity video "Enter the Rift" which featured Gaiscíoch Leaders Benjamin & Juliana Foley.

On March 1st 2011 the Gaiscíoch formed in Rift. Within its first week, their roster swelled to over 1,000 characters. By month 6, the Gaiscíoch could be found on either faction on Faebright, had over 2,700 characters, and gained over 2,100 registered members.

The Gaiscíoch are best known for their all inclusive, massive community events, including the famed "Telara Saga", Telara's Last Stand, and Gaiscíoch Rift Hunts. Their commitment to the community has led to amazing growth.


CHAPTER FOUR:

GUILD WARS 2 (COMING SOON)


he news of the second Guild Wars being a full fledged open world game with the same great story writing of the original and without the monthly fee was one of the key draws of the Gaiscíoch to Guild Wars. The deal maker was the announcement of large scale open world Realm vs Realm vs Realm combat with siege warfare, caravan escorts, and resource gathering. As with their first chapter, Guild Wars 2 offers multiple realm combat with an inclusive friendly system that will surely allow for the community to flourish.

ATHLETICS:

GAISCIOCH FOOTBALL (2001-2004, 2008-2011)

In 2001, the founders of the Gaiscíoch formed the Gaiscíoch flag-football team in San Jose, California. This team ran 4 seasons until team leader, Benjamin Foley moved to Oregon. In 2008, co-founder Don Rush & Benjamin Foley reformed the Gaiscíoch Football program in Eugene, OR for 2 seasons. In 2010 the Gaiscíoch Football program moved to Portland, Oregon where it is currently in its third season.

COMMUNITY FOCUS

 The Gaiscíoch Social Gaming Community focuses on building communities through organizing and hosting large scale community driven events, leading realm vs realm activities, and organizing large scale raiding events. Over the past decade, the Gaiscíoch have grown to become an all hours, global social gaming community with over 2,100 registered members. Our community attracts member by reputation, not recruitment. Each and every member of the Gaiscíoch joins by approaching another member for information about the community, not by blanket recruitment notices. We believe the best recruitment is method is one of action rather than one of words.

Our aim is to be know not by who we are but by what we do, the effect we have on a community, and the involvement of others in what we do. We frequently provide helpful hints to players, act as moderators on forums, plan real world meet-and-greets across the nation, and help teach players the base mechanic of the games we play. Our all inclusive attitude has allowed us to grow at an alarming rate and continue to attract like minded mature adults.


Once a player decides to join the Gaiscíoch, they begin to use our innovative website to begin claiming participation in events, writing stories and blogs, marking locations of interest for other members, crafting items, and after they have proven they know how to use the base mechanic of the website they can begin leading events for the community. With each step in their progress within the community they gain credits which can be used to purchase crafted goods, crafting materials, and on occasion real world promotional items such as t-shirts, cups, autographed posters, and beta keys to upcoming titles.

The overall goal of the Gaiscíoch Social Gaming Community, is to build communities where players of all ages, skill levels, and play-styles can come together, discover new friendships and gain the most valuable loot in any game... Memories. When all is said and done memories and friendships are the only thing we take with us from a game to the next. It is for this reason that our overall focus is on relationship building, networking, and focusing on giving players the best time that can be had in a game. From slaying the most ferocious creatures in a game, to going up against all odds and coming out victorious, our events are focused on memory building and socialization.

“When all is said and done, it's not the gear and epic loot that you take away from a game, it's the relationships and memories you forge along the way.”

- Benjamin “Foghladha” Foley

PUBLIC COMMUNITY EVENTS

he Gaiscíoch produce large scale public events for the MMO community on their server. From large scale Person vs Person oriented events, to large scale Person vs Environment events, the Gaiscíoch has been producing fun and interactive events for nearly a decade. All of their events are open to the public and are publicly promoted through forums, blogs, news sources, and social media networks. Our goal is to provide players with a fun, friendly, and welcoming event series which allows players to learn about the game, meet new people, and socialize with others while doing it.


THE TELARA SAGA – SEASONS 1 – 2

aunching on the 8th day of Rift, the Telara Saga is a 22-Week Community Driven Adventure across the world of Telara. The event is open to all and introduces new players to content, events, and communities within the Faebright server. The Telara Saga has been seen on Massively.com, GameBreaker.tv, TenTonHammer, and on dozens of blogs across the internet. In it's first week participation in the event broke the 200 participant mark and has been climbing weekly. At the finale of the first season, over 600 players from both factions met face to face for one epic siege of the capital city of Meridian.



View the Telara Saga Trailer: <http://youtu.be/8JSmqoccS0E>
Learn More About the Telara Saga: <http://www.telarasaga.com/>

THE BATTLE FOR BADLANDS – WARHAMMER ONLINE – SEASONS 1 – 3

eginning in 2010, The Battle For Badlands community drive public oRvR event pitted two forces against each other. Each week featured a new leader who would compete for territory against their foe. The event ran 3 seasons on the Badlands Server until meeting its demise with the launch of Warhammer Online 1.4. At it's height, toting a whopping 600+ participants, the Battle for Badlands was the most revered event on Warhammer Online and gained the attention of Warhammer Alliance, Massively.com, Warhammer Vault, G4TV, GameTrailers.com, dozens of blogs, and even Mythic Entertainment.



View Battle for Badlands Trailer: <http://youtu.be/UK7io0JQM04>

AWARDS & RECOGNITION

JANUARY 21ST 2005

"BEST ROLEPLAY GUILD SITE" - MYTHIC ENTERTAINMENT

NOVEMBER 22ND 2009

GAISCIOCH FEATURED ON WAR BUREAU & WARHAMMER ALLIANCE

<http://warbureau.wordpress.com/2009/11/22/the-Gaiscioch-on-phoenix-throne/>

FEBRUARY 4TH 2010

THE GAISCIOCH EVENT BATTLE FOR BADLANDS APPEARS ON GAMETRAILERS.COM

The Battle For Badlands Trailer Appears on GameTrailers.com and is selected as a finalist in G4TV's Fan Made Trailer of the Year Awards.

DECEMBER 2ND 2010

FEATURED IN THE RIFT PROMOTIONAL VIDEO "ENTER THE RIFT"

Trion Worlds invites Gaiscioch founder Benjamin Foley (Foghladha) to the studio to record video samples for use in their promotional launch video for RIFT titled "Enter The Rift".

MARCH 9TH 2011

THE TELARA SAGA IS FEATURED ON MASSIVELY.COM

<http://massively.joystiq.com/2011/03/09/player-run-event-in-rift-kicks-off-an-eight-month-war/>

MARCH 21ST 2011

GAISCIOCH AND THE TELARA SAGA FEATURED ON "THE SANCTUM" BY GAMEBREAKER.TV

<http://www.gamebreaker.tv/rift-the-sanctum-11-white-hat/>

JULY 19TH 2011

TRION FEATURES GAISCIOCH IN THE GUILD SPOTLIGHT

For their work with the Telara Saga community driven event, the Gaiscioch were chosen for Trion World's Guild Spotlight feature.

<http://forums.riftgame.com/official-rift-news/news-announcements/229166-guild-spotlight-Gaiscioch-faeblight.html>

AUGUST 9TH 2011

TELARA SAGA FINALE FEATURED ON RIFTJUNKIES.COM & TENTONHAMMER.COM

<http://www.riftjunkies.com/2011/08/09/the-telara-saga-roleplaying-at-its-finest/>

<http://www.tentonhammer.com/rift/news/telara-saga-finale>

AUGUST 17TH 2011

TRION'S SCOTT HARTSMAN MENTIONS TELARA SAGA IN AN INTERVIEW

<https://www.tentonhammer.com/rift/interviews/half-birthday-roundtable>

MEMORABLE QUOTES

Gaiscioch (Gosh-Kia): "The largest gathering of organized adults outside of the PTA"

- Reclis, 2010

"One of the hallmarks of a great game is that of a strong community, and few in recent memory can rival the one developing in Rift. In a prime example of the power of player driven events The Gaiscioch Family, a Guardian guild on the Faebright server, hosted a long running event known as The Telara Saga."

- TenTonHammer, 2011

"A community-driven phenomenon"

- Massively.com, 2010

"I think this is awesome. I think this is great that players are taking the time to put something like this together."

- Gary Gannon, Gamebreaker.tv

"Wow, I spent some time browsing your site guys and it looks incredible. I haven't seen so much effort put into game(s) community group ever. To be honest, I am wordless to express my amazement"

- Belleal, Forged By Fury (Guild), 2011

"Respectable, Mature Group of Individuals that have fun and get things accomplished."

- Regolyth, Roisin Dubh (Guild), 2009

"I am amazed daily at the positive nature of our family as a whole: the superior quality of our companionship, and zero drama!"

- Lilly, Gaiscioch, 2009

"Dependable and fun to be a part of."

- Vampiresbane, Gaiscioch, 2009

"I've found a nice home here for myself, and wouldn't want to be anywhere else."

- Edana, Gaiscioch, 2008

"These guys are pure class. They accept you for the way you run your guild. Nothing is expected but respect for each member."

- Nostrabombus, Clockwork Orange (Guild), 2008

"The Gaiscioch family is a good group of people, several alliances strong, and a very good group of people to join. They're respectable, reliable people."

- Tzenntchs, All Out Assault (Guild)

DEMOGRAPHICS & STATISTICS

Founded:
November 11th 2001

MEMBERSHIP INFORMATION:

Registered Members:
2,100

Gender Breakdown:
36% Female 64% Male

Average Age:
35 Years Old

Member Age Ranges:

Under 21:	7%
21-30:	29%
30-40:	36%
40-50:	22%
50-60:	7%
Over 60:	3%

Member Locations:

United States:	84%
Canada:	8%
Australia:	3%
United Kingdom:	2%
Germany:	1%
Other:	2%

WEBSITE METRICS:

Average Monthly Unique Visitors:	13,457
Average Monthly Pageviews:	118,721
Average Time on Site:	4 Minutes 22 Seconds

CONTACT INFORMATION

HOMEPAGE:

[WWW.GAISCIOCH.COM](http://www.gaiscioch.com)

SOCIAL:

FACEBOOK:

[HTTP://WWW.FACEBOOK.COM/GAISCIOCHSOCIALGAMING](http://www.facebook.com/GAISCIOCHSOCIALGAMING)

YOUTUBE:

[HTTP://WWW.YOUTUBE.COM/USER/GAISCIOCHNAANU](http://www.youtube.com/user/GAISCIOCHNAANU)

TWITTER:

[HTTP://TWITTER.COM/#!/GAISCIOCH](http://twitter.com/#!/GAISCIOCH)

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