

## Ghostbot, Inc. Reboots Emily the Strange with First Animated Single "Calling All Guitars"

Written by Australian Business

---

SAN FRANCISCO, Oct. 31, 2013 /PRNewswire/ -- **Rising** independent animation studio [Ghobot, Inc](#)

. in partnership with the creator of [Emily the Strange](#)

,  
Rob Reger

, released its premiere of the animated music video of "[Calling All Guitars](#)

" on iTunes. The video features music produced by the award winning John King

(Beastie Boys) and is the first ever Emily the Strange animated single in a planned line-up of regularly released music accompanied with animation.

Created by Reger, Emily is the iconic 13-year-old girl with the black dress, four black cats, and a strange personality that doesn't quite fit in anywhere. Her motto, appropriate for today's youth, is "*Be Yourself, Think for Yourself, Do It Yourself.*" The 'Calling All Guitars' music video introduces brand new characters alongside the inventor and rock-n-roll scientist Emily the Strange.

Ghostbot, Inc. is no stranger to operating with fast turn around times. "We are used to getting maximum bang for the buck," Director Brad Rau said. "That creative maneuverability was key in executing 'Calling all Guitars.'"

Rau a fan of Emily himself goes on to state, "We enjoy working with Rob, and have been big fans of Emily for a long time. Our goal for 'Calling All Guitars' was to highlight Emily's fun personality and bring her to life with as much dark rocking intensity as possible. We really pushed her expression and posing and are very happy with how up tempo and rhythmic the whole piece turned out."

## Ghostbot, Inc. Reboots Emily the Strange with First Animated Single "Calling All Guitars"

Written by Australian Business

---

### ABOUT EMILY THE STRANGE:

Emily the Strange was created in the early 1990's and quickly became a beloved counterculture icon all around the world. In her earliest years, she was a quiet but sharp-witted stranger, slinging philosophy and cultural observations in a series of hand-screened t-shirts and stickers that grew to a series of gift books, comic-books, graphic novels, a young adult novel series, and now music. Emily continues to be a voice for individualism and self-awareness

### ABOUT GHOSTBOT, INC.

Formed in 2004 with over 50 years of combined experience in the entertainment sector, the principals of Ghostbot work tirelessly to deliver the highest quality product. Throughout the history of the company, the award winning studio has come to be recognized as one of the premier creative forces in the animation industry. Please contact Brad at Ghostbot, Inc. for inquiries: [ghostbot@ghostbot.com](mailto:ghostbot@ghostbot.com) or call 650-993-8234.

SOURCE Ghostbot, Inc.

RELATED LINKS <http://www.ghostbot.com>