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TATTOOFINDER.COM LAUNCHES THE HOTTEST INKED PARTY & CONTEST

A living art installation to benefit local arts education

WHAT:

The Hottest Inked contest recognizes the city's wealth of ink and the tempting bodies that wear it. Produced by Denver-based company TattooFinder.com, the contest and party benefits local arts outreach and kicks off both the highly anticipated release of the Tattoo Sourcebook and the Denver Tattoo Convention: Museum of Skin (Sept. 19-21).

WHEN and WHERE:

Friday, September 19, 2008

Location: Beta Nightclub, 1909 Blake St, Denver, CO 80202

ABOUT:

TattooFinder.com, Denver-based leader in online tattoo-friendly artwork sales, announces the city's first annual [Hottest Inked Party & Contest](#) — Friday, September 19, at party sponsor [Beta Nightclub](#). Also supported and promoted by sponsor [Out Front Colorado](#), the contest promises to be a high profile, upscale celebration and kick-off for the [Denver Tattoo Convention: Museum of Skin \(DTC\)](#) and the fall release of the [Tattoo Sourcebook \(TSB\)](#). The event will have nationally recognized tattooists in attendance, as well as guest [DJ John Huntington](#) (who helped launch Hart & Huntington Tattoo Company and pioneer the A&E tattoo reality show, "Inked"). With industry celebrity judges on hand — including [Lyle Tuttle](#), "The forefather of modern tattooing," and New York's couture celebrity tattooist [Friday Jones](#) — the Hottest Inked contest will bring some of the most beautiful living canvases on stage for a charitable cause, with proceeds to benefit a local arts education and outreach program.

[ArtReach](#), chosen by TattooFinder.com as this year's charitable beneficiary of the Hottest Inked contest, was established in 1974 to distribute unsold theater tickets to "needy" citizens in the Denver area. They've since grown to "change lives through the arts," providing access to cultural experiences for underserved and at-risk people of all ages. ArtReach serves over 77,000 individuals annually through [Arts Benefiting Kids](#), [Community Tickets](#) and [Arts Express](#); their programs make the arts available for those who struggle with physical, mental or learning disabilities; chronic, terminal or mental illnesses; emotional or behavioral problems; substance abuse; court-appointed care and social isolation. "TattooFinder applauds the hard work that ArtReach has put into the Denver community," says Lou Bardach, [TattooFinder.com](#) CEO. "We have also worked hard to support the arts, fostering the work of our 73 flash artists located worldwide, helping to educate budding artists and establish ourselves as an advocate and authority in the tattoo industry. We know that many of our artists had limited opportunity to experience 'fine art,' but were able to thrive in their craft nonetheless. We're excited to be a part of the work that ArtReach is doing, helping to knock down the socio-economic barriers that keep some people separated from inspiring cultural arts."

A "living art installation," the Hottest Inked party invites tattoos of all shapes and sizes, genres or body placements, whether hidden or flaunted daily. A clothing check will be provided, helping partygoers dress down and show off their artwork, while the un-tattooed can join in the festivities with body painters on hand for temporary embellishments. The Hottest Inked party promises to be a celebration

of living art, with live inked dancers, professional photo shoots set up for partygoers and [Izra](#), Denver's tattooed club socialite, organizing events as contest host and guest MC.

Hottest Inked contestants can pre-register online ([Hottest-Inked.com](#)) for a chance to compete for prize packages that include a professional photo shoot for an [Inked Magazine](#) spread, inclusion in the TattooFinder.com 2009 Hottest Inked Calendar, cash gifts and more. Industry celebrity judges will rate contestants on three criteria: Coverage (more tattoos rate higher), Craftsmanship (judging the overall quality of the artwork) and Crowd-pleasing Body Aesthetics, looking for the Hottest Inked men and women in town. TattooFinder has made it possible for local businesses to get involved in the Hottest Inked festivities, seeking out and sponsoring their own tattooed contestants and, for a \$50 sponsorship fee (given as a tax-deductible donation to ArtReach), receiving a package of promotional benefits. Individual contestants (both sponsored and non-sponsored) are being asked to contribute a suggested donation of \$20, also tax deductible. All registration proceeds will support ArtReach.

Like the DTC, the Hottest Inked party and contest connects the lively history of tattoo craft with the vibrant Mile High arts community, creating a live artwork installation that commemorates Denver's nationally recognized community of tattooists and the collectors who support them. The convention also stands apart from other tattoo expos with [Phantom 8 Tattoo](#), the DTC organizer and promoter, taking an earth-friendly stance with their efforts to include post-consumer products, hybrid transportation, education and carbon offsetting into the convention agenda. TattooFinder appreciates this agenda and has fully incorporated a similar standing with the Hottest Inked kick-off. Beta Nightclub, venue sponsor for the contest and party, strives for a sustainable environment, constructing their Beatport Lounge as 100% "Green."

The Hottest Inked contest also kicks off the September release of the [Tattoo Sourcebook](#), TattooFinder's new publishing effort with [HarperCollins](#) and [Barnes & Noble](#). The book brings tattoo-friendly artwork to glossy pages, along with contributions and commentary from famed flash artists and tattooists like [Guy Aitchison](#), Friday Jones, Lyle Tuttle and [Rand Johnson](#). Showcasing the work of over 40 world-class flash artists and providing an introductory Tattoos-101 education for the ink newbie, the [TSB](#) is the best bookshelf resource for high quality tattoo design reference. A compendium of nearly 2,000 images of all sizes and styles, it's the largest collection of high-quality tattoo artwork ever published in book format.

[Tattoofinder.com](#) is division of [Flash2xs.com](#), LLC, an Internet-based company located in Denver, Colorado, owned by Lou Bardach, Rachael Bardach, Brett O'Connor and Brad Hutchison. Lou, Brett and Brad have worked in the Internet applications development, graphic design, and online marketing fields since the mid-1990s and Rachael has been tattooing since 1991. The Tattoofinder.com website was launched in January 2003, and members of this team have been selling tattoo flash since the early 1990s.

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