



FOR IMMEDIATE RELEASE: 9 December 2011

HOT RODS AND HOT BODS AT SURFN'INK 2012

Hot bodies and unusual tats won't be the only head-turners at the third annual SURFn'ink Tattoo Festival in 2012. Hot rod enthusiasts are expected to flock to see Australia's only So-Cal Roadster, which will be on display at the event at the Gold Coast Convention & Exhibition Centre from 13-15 January.

Based on a heavily customised '32 Ford, the So-Cal was built in Brisbane in just 10 weeks. The classic hot rod is a recreation of the vehicle made famous by California's famous So-Cal Speed Shop in 1946.

Known as 'Number 8' and fitted with signature red and white So-Cal livery, it is reputed to be the first fully-sanctioned So-Cal Roadster built outside the United States. The project was a collaboration between America's best-known custom rod builders and Queensland-based hot rod specialists, Oz-Rods.

"This is a one-off car built by the legends of So-Cal Speed Shop and endorsed with their signatures," says Graeme Parmenter from Oz Rods.

"People will remember this car 20 years from now. It's become part of modern Australian hot-rodding folklore, and plus it looks so damn good!"

Gorgeous girls with tats will also be a highlight in 2012 when they take the stage to compete for the title of Miss SURFn'ink. Miss SURFn'ink will be a wildcard heat of Miss Ink Australia, a nationwide pageant for Australia's most beautiful women with tattoos.

Judged by industry professionals and high profile international tattoo artists, heats on Saturday 14 January will include casual, swimwear and formalwear. The Miss SURFn'ink grand final will take place on Sunday 15 January.

Some of the world's most highly regarded tattoo artists are also confirmed for SURFn'ink 2012. High profile artists Shige from Japan and Brent McCown from Austria will join tattoo artists from America, Germany, Italy, Switzerland, Samoa, Tahiti, UK, Japan, Greece, China, Korea and Thailand, all of whom are already taking bookings from those who want to be tattooed during the January event.

Other big names include Nathan Kostechko (US), Steve Ma-Ching (NZ), David Corden (UK) and Bob Tyrell (US), who has appeared on popular cable TV shows LA Ink and Miami Ink. A full list of artists is available on the website www.tattoosurfnink.com

As well as all aspects of tattoo culture, from all styles of tattooing, to body piercing and body painting, SURFn'ink's program also includes pro-wrestling, Muay Thai, Jiu Jitsu, art fusion, art galleries and music.

Organisers expect around 15,000 people through the door at SURFn'ink.

"The Gold Coast is the tattoo capital of Australia," says organizer Lindsay Hall. "Look around and every second person you see has a tattoo."

"They have become so mainstream that they're now looked upon as a personal definition of fashion and style.

"We are expecting around 1,500 people will have tattoos done at SURFn'ink in January."

SURFn'ink tickets are priced from \$20 and are available from www.ticketek.com The first 200 VIP ticket holders through the door will receive a free tattoo magazine and go in the draw to win a \$500 tattoo voucher.

For more information, interviews or images for SURFn'ink 2012, contact Kate at Hello Marketing on 0418 667 330 or 07 5598 1100.