



Media Advisory

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JOLLY ROGER SKATEBOARDS PRESENTS: **GORE ON THE FLOOR!**

WHAT:

Jolly Roger Skateboards is hosting a skateboard jam benefiting the Kingshighway Bridge Skate Spot. This is a themed skateboard event and this year's theme is "Gore on the Floor" in light of the Halloween season. Activities include a best trick contest as well as other mini games including a tic tak and power slide contest. All the profits will go directly to the Kingshighway Vigilante Transition no profit organization. The event is only \$10 to enter, \$2 for best trick contest and \$1 for mini games. A best costume contest will also be held, so non skateboarders are encouraged to wear costumes to join the festivities.

WHERE:

The St. Louis Skatium, located at 120 East Catalan Street, St. Louis, Mo.

WHEN:

Friday, Oct. 15, 2010 from 9:00 p.m. - 2:00 a.m.

WHO:

Jolly Roger Skateboards, a skater owned and operated skateboard shop located on 305 North Illinois Street in Belleville, Ill. Jolly Roger is also home to Guano Wheels, the primary skateboard wheel company of distributed in the St. Louis Metro East area. In addition to carrying a wide variety of top name skateboard brands, they also carry a number of locally manufactured skate brand products as well as a number of underground skate brands.

WHY:

Kingshighway is a locally built skate park located under the Kingshighway Bridge in St. Louis, MO. With absolutely zero funding from the St. Louis community and no legal skateboard parks available, local skateboarders have taken matters into their own hands and constructed a place of their own to skateboard. The park only exists by the hard work of volunteers and with the help of gracious donors. The Kingshighway Benefit is a celebration of skateboarding life and serves as an opportunity for supporters of this one of a kind park to donate to the cause and help St. Louis build a stronger skateboard scene.

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