



Syracuse Convention & Visitors Bureau  
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For Immediate Release

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## 23rd Annual AM-JAM TATTOO EXPO

January 23 -25, 2009

*Tattoo Fever Takes Over Syracuse*

*Meet the **LIZARDMAN** & Learn about Tattoo and Piercing Safety*

*GET SOME NEW INK OR SHOW YOUR OWN!*

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**SYRACUSE, NEW YORK, January 20, 2009**— The annual AM-JAM TATTOO EXPO comes to Syracuse once a year – and this weekend, January 23-25, it's back! The 23<sup>rd</sup> annual event will take place at the Holiday Inn Syracuse/Liverpool.

The local competition, which has aired on **The Learning Channel's** program "**Amazing America**", will feature tattooing, body piercing, custom leathers, jewelry and many competitions.

**Hours of show are:** Friday, January 23 - 6 p.m. - 12 a.m.  
Saturday, January 24 - 12 p.m. – 12 a.m.  
Sunday, January 25 - 12 p.m. - 6 pm

### Special Guests:

- **“Return of the LIZARDMAN”** - The **LIZARDMAN** will return to the AM-JAM TATTOO EXPO as a featured artist. The **LIZARDMAN** can be seen on the **“Jaggermeister Music Tour”**, Ripley’s “Believe It or Not”, Jim Rose Circus, National Geographic, and many other national broadcasts. He will be performing his bizarre and must-see shows throughout the three-days. ([www.the\\_lizardman.com](http://www.the_lizardman.com))
- **JOEL KEITH** - Joel is a sensational rising comedian from Austin, Texas. Enjoy his comedy routine with shows daily. Sure to entertain all ages of tattoo collectors!

**Vendors:** Leather, jewelry and fetish wear

**Cost:** \$10/day or \$25/all three days

The three-day event is not only a great time for tattoo and piercing enthusiasts – but a **fantastic educational opportunity** for anyone slightly interested in body art – or for parents who have children with a desire for body art.

-More-

AM-JAM, Inc. President, Jean Aldous said, "My biggest goal for this year's event is to increase the number of parents that come to the show. Knowledge is power. Kids are going to continue to get tattoos and piercings with or without their parent's permission from less reputable tattooists or pierced by their friends. I strongly believe it is imperative for both kids and parents to have a firm understanding of the safety procedures that need to be in place before getting body art and to know the repercussions from poorly placed piercings and tattoos."

**Goal: To bring the world of Body Art to Central New York & To Educate the Public and Parents**

- To **educate** the public on how to choose an artist or piercer through educated questions based on sterile procedures and correct anatomical placement - a work of art to treasure and admire a lifetime, rather than hide when it heals. There will be a large variety of artists and experts in the tattoo/piercing world to answer any parents questions. *No one under the age of 18 may be tattooed at this show.*
- To educate women on **permanent makeup** and how tattooing can **enhance self esteem** and beauty **after reconstructive surgery**. A tattoo specialist (who works with a cosmetic surgeon) will be available for one-on-one consultations to discuss reconstructive and cosmetic makeup.

If you are a Tattoo or Piercing enthusiast or just a curiosity seeker, this is a "MUST DO" event. Experience Tattoo **competitions in over 20 categories, over 100 artists from around the world**, and the general Tattoo fever that overtakes Upstate New York every January.

**Media will be accommodated with personal escort through the highlights of the show and be provided with a program and show packet.**

For more information, visit [www.am-jam.com](http://www.am-jam.com) or contact Jean Aldous, AM-JAM Inc. President at 518-466-0445.

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