

MEDIA ALERT

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THE ALT. OSCAR AWARDS EVENT - NY's MOST OUTRAGEOUS OSCAR PARTY, OSCAR NIGHT, FEBRUARY 24th, AT THE GLAMOUROUS 'KISS & FLY'. WEBCAST AIRING LIVE ON MOGULUS.COM

"New York's answer to the Oscars, where YOU are the celebrity!"

February 12th, 2008 (NEW YORK) The 3rd annual Alt. Oscars Awards Event is a colorful parody of the Hollywood Oscars, with an outrageous red carpet scene, a colorful "Alty Awards" ceremony, film-inspired costuming, fashion shows, and Hollywood Oscar viewing on multiple screens. The Alt.Oscars features comedic performances by underground art stars, fashionistas and comedy world notables with top DJ's spinning throughout the night. With a live webcast, the Alt.Oscar red carpet will be live regardless of what happens in Hollywood...



This year, the Alt.Oscars will be hosted at the swankiest new venue in NYC - Kiss & Fly - an uber-hip nightclub with delightfully decadent décor, lighting installations, a top-of-the-line sound system, and a red carpet scene that's not to be missed. Food and drink specials all night, dancing until late.

Produced by the non-profit association, Action Arts League, this farcical event supports the serious cause of keeping the arts vibrant in New York City during a time of "talent flight" to other cities and countries. Action Arts League supports participatory and community-based art while embracing a progressive media strategy to demonstrate the vibrancy of these art forms and the cultural brilliance of NYC. AAL also produces the Tompkins Scare Park Halloween Festival, the related Healthy Halloween communities program and the FIGMENT* Arts Festival on Governor's Island while developing other events, educational initiatives and public art programs. All proceeds go to support Action Arts League

DATE: Oscar Night, Sunday, February 24th

TIME: 6pm-12 midnight+

PEOPLE: 300+, fashion & theater world, international jet-setters and underground art stars.

LOCATION: Kiss & Fly, 409 W. 13th St (betw. 9th Ave & Washington St)

WEBCAST: at www.mogulus.com/altoscar

PRICE: \$25/Door, \$20 presale/ in costume

COSTUME THEME: Costuming + Participatory Theater. "Be your own Celebrity." Be fabulous, be a character from a recent or historical film, come as a pop-culture icon, impersonate an existing celeb or invent your own persona.

EVENT FORMAT: Red Carpet Arrivals 6pm-9pm, Awards Show 8-11pm, A "Parade of Stars" fashion show and late night dancing. Food and drink specials with an Oscar's afterparty going late. The event will jump back and forth between the live Hollywood broadcast, our own Alty Award presentations and wild dancing.

AWARDS: "Alty Awards" will be given for Best Celebrity (Original and Impersonation, Male and Female), Most Stylish and Most Outrageous. "Alty Junior" Awards for feats of skill, film trivia and status.

TALENT includes event superstar MC Christopher, The Costume Kult arts collective, The Pink Pussycat Posse, top DJ's and comedy world notables... Full list to be posted on the website.

LINKS: www.AltAwards.com, www.ActionArtsLeague.org

PROMOTIONAL VIDEO: www.Youtube.com (keyword "costumenetwork") or via:
<http://www.youtube.com/watch?v=Aj5AL0-OyJo>