

July 14, 2010
FOR IMMEDIATE RELEASE

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OutSpoken: Beauties, Bikes & Beats.

MINNEAPOLIS – OutSpoken is a bike-centric music and fashion event showcasing the city's growing enthusiasm for urban cycling while supporting local artists. OutSpoken is co-hosted by upcycling brand CounterCouture and local band MelloRoar. The event aims to give local, artistically driven, socially responsible groups a voice in the Twin Cities.

From a LEED certified venue, to a upcycled bike-themed fashion show, to local music, OutSpoken is geared (pun intended) towards leading sustainable lifestyles as artists.

Time:

8pm doors
9:30pm MelloRoar set / CounterCouture fashion presentation
11pm 36sunrise set

Suggested Cover:

\$5 - \$10; A portion of the profits will benefit Nice Ride MN, the newly launched bike share program, and largest in the nation!

Event activities:

BEAUTIES

CounterCouture will present some hot new summer bike looks, all upcycled and ready to ride. The brand's design panel includes Marissa Bridges, Katrina Elliott, Kristy Janigo, Allison Danzl, and guest designer Erika Langefels; all teaming up to create bike themed ready-to-wear looks juxtaposed with high fashion couture looks. Looks will be available for purchase following the event at b. (a resale shop).

Vintage City Classics and Anthem Heart will also have vendor booths with new summer goods on sale.

BIKES

To celebrate the awesome bicyclist community and trail system that we are lucky to have here in the Twin Cities we are going to have a FREE BIKE VALET, so park your wheels with us and come party. Nice Ride MN will also be on hand to answer any questions about the new bike share program and let you test drive their cruisers.

BEATS

MelloRoar and 36sunrise will provide great some seriously hot music throughout the night, so come with your dancing shoes on!

BONUS

Yelp will be sponsoring an extra special offering after the first band set, so stick around and see what we have in store!

*Drink specials all night including specialty 'bike' drinks; and if you bring in your bike valet ticket and/or helmet you can score some \$2 PBR tallboys.

Photo credits:

'Models': CounterCouture Creative Director, Angie Arner; Co-Pilot Liz Nelson; and lead singer of band MelloRoar, Swan.

Photography: Lynsee Lauritsen Photography

Bike fashions: CounterCouture design panel (Katrina Elliott, Marissa Bridges, Kristy Janigo, Allison Danzl, and guest designer Erika Langefels)

Hair and makeup: taj salon & spa

MelloRoar styling: b. (a resale shop)

Bikes provided by Nice Ride MN

Special thanks to Intermedia Arts

Collaborators:

MelloRoar

www.myspace.com/melloroar

CounterCouture

<http://www.facebook.com/countercouture>

<http://www.countercouturedesigns.com/>

36Sunrise

<http://www.myspace.com/36sunrise>

Nice Ride Minnesota

<http://www.niceridemn.org/>

taj salon & spa

www.tajsalonspa.com

Red Stag Supperclub

www.redstagsupperclub.com

b. (a resale shop)

<http://www.b-resaleshop.com/>

Anthem Heart

www.anthemheart.com

Vintage City Classics

www.vintagecityclassics.com

Yelp

<http://www.yelp.com/events/minneapolis-outspoken-beauties-bikes-and-beats>

Cole Manthey of Wookiefoot

Adam Turman

<http://www.adamturman.com/>

StudioNM Photography
www.wix.com/119design/studionm

TJ Turner Pictures
<http://www.tjturnerpictures.com/>

Lynsee Lauritsen Photography
www.lynsee.com

For more updates on this event, visit www.facebook.com/CounterCouture -or- www.myspace.com/melloroar