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**ANNUAL TATTOO EXPO RAISES MONEY FOR
JOE DIMAGGIO CHILDREN'S HOSPITAL**

Fort Lauderdale, FL, USA – 2/19/08 – The Deerfield Beach Hilton will be abuzz August 15th, 16th and 17th, 2008 as the 13th Annual South Florida Tattoo Expo, sponsored by Cool Cat Tattoo, gets underway. With 100% of all proceeds to benefit Joe DiMaggio Children's Hospital Foundation, this event has raised over \$400,000 to date.

Last years event raised in excess of \$69,000 and was one of the largest years yet. "We look to make this year even bigger and better. The cause is so important and it is so crucial that the community see that tattoo enthusiasts come from all walks of life and really do enjoy giving back to their community," says Dave Amchir, event founder and coordinator.

This year's 3-day event beginning Friday and ending Sunday has a packed schedule including 10 live national and local bands that donate their time to perform throughout the weekend. Tattoo artists and vendors from all of the world, including Germany, Austria, Japan and South America fill the 115 + booths that consume the elegant Deerfield Beach Hilton. In addition, again this year, is the Hot Rod Car Show, sponsored by South Florida Cruisers on Sunday, August 17, 2008.

"We have a 100% volunteer staff that handles everything from admissions to security and they donate their time the entire weekend to ensure that everything runs smoothly and it always does", says Debbie Amchir, event co-coordinator.

Special guest appearances in the past and ones that have been known to 'pop-in' include Niko McBrain, Ron Jeremy, Phil Varone, Rob "Vanilla Ice" Van Winkle, WWF stars Gangrel and Luna as well as the Punisher, The Warlord and Headbanger Mosh, among many others.

The event has attracted media coverage of all the local and national news stations including Deco Drive and MSNBC. In addition, the Expo has been featured in magazines across the country and abroad. For more information on this years Expo a 24-hour toll free information line has been established. Call 954-343-5585 or visit their website www.floridatattooexpo.com for full event schedule and contact opportunities.

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About South Florida Tattoo Expo™:

Based in sunny South Florida and founded in 1996, the South Florida Tattoo Expo founders and coordinators Dave and Debbie Amchir along with the many volunteers dedicate their time to put together this event. All proceeds benefit the Joe DiMaggio Hospital. For more information, contact

wogprincess@aol.com or call 954.343.5585