



Dr. Martens AirWair USA, LLC
Contact: Karen Cristello, (503) 222-6300

April, 1998

Dr. Martens/JMR: Big-Ass Show (BASH) (1:00)

<popular Violent Femmes song>

Okay, so I probably don't need to tell you this, because you probably already know, but—in case you're some sort of LOSER—I'll tell you anyway: the Violent Femmes, Poe, Sister Machine Gun, Space, Cake and Blur are coming to town! One day, one venue, one Big-Ass Show!

<popular Sister Machine Gun song>

But, maybe you're so lame that you always wait to get your tickets until the show sells out, or maybe you spent your whole paycheck on your fifth nose ring. Well, JMR is here to save your ass!

<popular Space song>

JMR has a big-ass selection of Dr. Martens shoes and boots, and they're going to give away FREE tickets to X91's Big-Ass Show on May _____. It's so easy, even a moron could do it—just go check out the merchandise, sign up to win, and hope and pray that they pick you so you won't have to live the rest of your life with the stigma of being a loser.

<popular Cake song>

Don't forget—the show is May _____. So hurry up, get off your lame ass and go to JMR. Salivate over the Dr. Martens, and enter to win free tickets to X91's Big-Ass Show. OR—stay home, be a lame-brain, pull weeds and mow the lawn with mom and dad... it's up to you.

###