



FOR IMMEDIATE RELEASE

Press Contact: press@mirubber.com

LARGE TURNOUT EXPECTED FOR MISTER INTERNATIONAL RUBBER 2011

PREMEIR GAY FETISH EVENT EVOLVES ALONG WITH RUBBER'S POPULARITY

MIR contest and events will be held November 5 – 7, 2010 at Chicago's Center on Halsted

CHICAGO (November 1, 2010) – The world of modern gay fetish culture began with post-war leather—with clandestine rendezvous in remote motorcycle clubs where men reveled in the masculinity of flight jackets and thick boots. It was a culture communicated through word of mouth, subtle looks across bars and cryptic messages scrawled on walls.

“Those of us who have a kinky side live in a different world today,” said the co-owner of the Mister International Rubber contest, known as RubberWilli. “The clubs are still there and are a lot of fun. But the culture and community exist in a bigger way thanks to new communication tools and technology—and that bigger picture is especially true for rubber fetish. At its heart, MIR is a reason to gather like minded people together in ‘real-time’ for a fun weekend.”

For many years, rubber and latex fetish were a minor component of kink culture. However, recent advances in processing and assembling latex items, along with a growth in popularity via the social networking phenomenon and online suppliers have caused a boom in those partaking in rubber for kink and fashion.

This has been represented in popular culture by the increasing use of rubber in the world of fashion—including music stars like the Scissor Sisters, Katy Perry and, of course, Lady Gaga (who famously met the Queen of England in a dress from noted latex fashion designer Atsuko Kudo).

MIR is growing to keep pace with the popularity of the phenomenon.

The contest's roots date back to 1992, as a small competition known as Mr. Vulcan that was held in Boston by the fetish club the Boston Leather Knights. In 1997, the first Mister International Rubber contest was held in Chicago, at a club called the Cell Block.

After more than a decade, the contest and associated events (collectively dubbed the Rubber Blow Out weekend) had grown beyond the nightclub scene. Last year, the contest moved into the Center on Halsted, Chicago's LGBT community center, located in the heart of the Lakeview "Boystown" neighborhood.

The new venue opened the event to an even larger community group, while allowing space for 40 fetish vendors to sell their wares in a three-day marketplace (open to the general adult public for \$5 admission fee). The contest drew hundreds of attendees from around the globe, as well as an international group of contestants—many the winners from their own local rubber fetish contests.

After this tremendous success last year, the contest will continue to grow this year, with new events for "puppy play" and "lubed up latex wrestling." The marketplace venue will also feature more socializing areas along with the growing vendor market.

The Master of Ceremonies for MIR 2011 is Eddie Hibbs, a.k.a. Sister Erotica Psychotica of the Los Angeles Sisters of Perpetual Indulgence.

For contestant information, MIR history, photo galleries, public transportation, sponsors and more, please visit the official MIR website at www.mirubber.com.

Events for the weekend include:

THE MIR KINK MARKET & SOCIAL

The **MIR Kink Market & Social** will feature up to 40 vendors from around globe offering their kinky wares for sale and trial including: **Mr. S Leather, The RECON Store-USA, TLS Rubber Gear, Taylor Buck Studios, Carrera Designs b Walter Goethels** and more. Live demonstrations are also planned each day. **The Kinkster's Lounge** provides a social gathering place for attendees in the market area to enjoy a beverage and relax while considering their next purchase or meeting up with friends. The **MIR Kink Market & Social**, located in The Billie Jean King Recreation Center, will be open **Friday, November 5, Saturday, November 6 from Noon – 7pm and Sunday, November 7 from Noon – 5 pm**. The Market is open to the public (18+). Admission is \$5.00.

THE MISTER INTERNATIONAL RUBBER 2011 CONTEST:

Mr. International Rubber 2011 will be held at the 65,000 sq. ft. **Center on Halsted**, 3656 N. Halsted St. in the heart of Chicago's Lakeview "Boystown" neighborhood.

Part 1 – Friday, November 5 at 9 pm in The Hoover-Leppen Theater. Your first chance to meet the contestants for Mister International Rubber 2011. The judges are introduced, contestants select their order of competition and are judged in the first category of competition: "Rubber Image."

Part 2 – Saturday, November 6 at 8 pm in The Hoover-Leppen Theater. The exciting conclusion to the Mister International Rubber Contest: includes judging of onstage question, "mystery-bag" and audience participation. A new Mr. International Rubber will be sashed this evening.

OTHER OFFICIAL MIR2011 EVENTS:

"Greet the Meat" Cocktail Party Friday, November 5 from 7 pm – 9 pm in The Harris Family Foundation Reception Hall. A cocktail hour prior to the start of the MIR2011 contest.

Chicago Rubbermen Gear Swap Friday November 5 & Saturday, November 6 from Noon – 7 pm in the Billie Jean King Recreation Center. If you have fetish gear that you haven't worn or are looking for a bargain on some gently used gear, don't waste your time with online auctions, buy and sell some gear at the Chicago Rubbermen Gear Sale.

The Rubber Pup Rumpus Saturday November 6, from 1 – 2 pm in the Billie Jean King Recreation Center. The rubber pups and their handlers take over the demo space for this MIR Pup Rumpus. Let your primal urges be your guide as your animal instinct takes over.

Lubed-up Latex Wrestling Sunday November 7, from 1-2 pm in the Billie Jean King Recreation Center. It may be the last day of MIR, but there are a few rumbles left to be settled. Join us as vendors and sponsors pit their representatives against each other for the ultimate lube wrestling contest.

###