

FOR IMMEDIATE RELEASE

September 1, 2011



4th Annual

HighBall: Masquerade on High

Columbus' premier Halloween extravaganza
puts DESIGN center stage

Short North Arts District, Columbus, Ohio - In four short years, HighBall has become one of the most talked about and highly anticipated Halloween events in the Midwest. The key to its success has been the event's singular focus on "celebrating the art of design and the masquerade." The signature focal point of HighBall is a dramatic runway/stage built on the street under the iconic Short North arches.

Competitions spotlight the creative talents of both professionals and amateurs alike. Finalists strut their stuff on stage before 20,000 cheering revelers. Thousands of dollars in cash and prizes will be awarded in numerous categories. This year, HighBall's themes will add new twists to the design challenge:

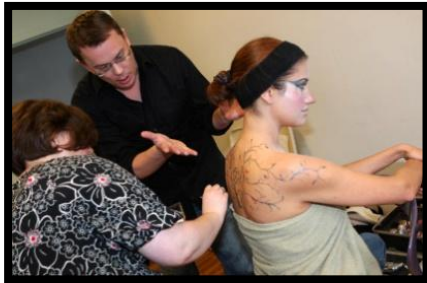
- RADIANCE encourages costumers to incorporate LED, laser and glow technology in their designs
- TRANSFORMATION challenges costumers to create designs that can shift from one look to a another with a few simple movements or change of light
- EXTREME FACE PAINTING takes the art of makeup design to dazzling, over-the-top heights

HighBall 2011 also sees the introduction of other new experiences, including:

- Giant "Body Puppets" - 15-foot tall dancing puppets worn by the puppeteers
- A real-time UV light reactive street mural
- Theatrical numbers from costume-based stage productions (Short North Stage's "The Follies," CATCO's "Evil Dead - The Musical," Imagine Productions' "Rocky Horror," and Olympic Theatre's "Zombie Prom.")
- A real-time cinematic makeover by makeup artist, Tommy Pietch.

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Tim Mauer of Mukha Custom Cosmetics & Medi-Spa oversees backstage model makeup



Fashion Look by Wild Hunt Corsetry

What: 2011 HighBall Halloween: Masquerade On High presented by pagetech limited

When: Friday · October 28, 2011
5:00PM - 1:00AM

Where: On High Street at the intersection of Fifth and High in the Short North Arts District

Why: A celebration of the fabulous side of Halloween... the art of design and the masquerade

Signature: A dazzling 60-foot runway built outdoors under the iconic Short North arches

Attendance: 20,000

Online: HighBallHalloween.com

Media Contact: John Angelo, HighBall Producer John@DestMar.com

Admission: General admission - \$5 at the gate
VIP package - \$65 advance purchase includes private bar, backstage pass, and preferred runway/stage seating

Entertainment: DJs · Dancers · Stage Performances · Theatrical Numbers
Giant Body Puppets · Light Shows · Real-Time UV Mural Painting

Contests: Dogtober Howl-o-ween Canine Costume Contest

Costume Couture Fashion Showdown
Professional designers' competition

HighBall Costume Contes
General Public - Five competition categories:



Dogtober Howl-o-ween kicks off the HighBall celebration

1. Most Radiant - costume features LED, laser, UV reactive or other glow accessories
2. Best Transformation - costume transforms from one look to another
3. Most Fabulous - an outrageously gorgeous costume
4. Best Extreme Face Painting - beyond basic clown makeup!
5. Best B-Movie Ensemble - a group category paying homage to the campiest of the campy

Hosting

Sponsors: pagetech limited · Budlight lime · Captain Morgan · Ketel One · Costume Specialties

An event of the Short North Arts District

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