

FOR IMMEDIATE RELEASE

WHAT - The Bob Mizer Foundation/TASCHEN Book Release Party

WHERE—The Magazine, 920 Larkin St, (415) 441-7737

WHEN—Thursday, Nov 3 from 6-9PM

FOR MORE INFO—contact Dennis Bell at the Bob Mizer Foundation at den@bobmizer.org

Foundation to host book launch party at The Magazine

SAN FRANCISCO - **The Bob Mizer Foundation** invites you to share in its celebration of a new visual examination of Mizer's early work, as well as the Foundation's acquisition of a storied building in the downtown landscape.

On Nov. 3 at **The Magazine (920 Larkin St.)**, the Foundation will host a release party for TASCHEN Publishing's new book "**AMG: 1,000 Model Directory**," a mammoth, two-volume survey of Mizer's 1957 "1,000 Model Directory." The book reprints the photos from the original, pocket-sized volume, which has become a sought-after item among those who collect male physique photography.

"The photos in Mizer's original book were so small, it was hard to discern the detail they contained," says Dennis Bell, founder and president of the Foundation. "With this new book, TASCHEN has done them justice, enlarging them for centerspreads, the way they were meant to be appreciated."

Dian Hanson, the sexy books editor for **TASCHEN**, spearheaded this project, searching through a quarter of a million slides to select those appearing in the books. Hanson, whose voluminous publishing resume includes the 2009 coffee table book "Bob's World," will be present at the event to greet attendees and sign copies of the books.

"Dian is a legend in the publishing world, and we've greatly enjoyed collaborating with her on this project," Bell says. "All of the early Mizer favorites are here: Forrester Millard, Monte Hanson, and, of course, Ed Fury famously poses as a gladiator, brandishing a sword -- and not much else."

Included with the hefty, slipcased editions is a **DVD featuring 18 of Mizer's films** produced between the mid-1950s and the late 1960s, edited specifically for the books.

There is no need to RSVP for the book launch party, Bell says - since the party will coincide with downtown's First Thursday Art Walk, revelers are welcome to walk in and enjoy refreshments, as well as **screenings of some of Mizer's films**.

The Foundation will be selling items such as t-shirts, mugs, and even original 1957 copies of Mizer's "1,000 Model Directory" on site as well.

In addition to the book release party, **Bell plans to make the official announcement of the Foundation's move from its headquarters in El Cerrito to The Magazine building.**

“Although we've already issued the announcement through a press release, we're looking forward to sharing this exciting news in person with our supporters, who have been instrumental in our evolution over the course of more than a decade,” Bell says.

Also present at the event will be **Trent Dunphy, who, along with his partner, Bob Mainardi, have owned and operated The Magazine for 43 years - 23 of those at its present location.**

“Trent and Bob have been friends and supporters of The Foundation for many years, and the Foundation's arrival at this stage in our history could not have been made possible without them,” Bell says. “Their generous gift of this wonderful building will ensure the Foundation's message spreads to our audience in new, innovative ways.”

Doors will open at 6 p.m., with Bell's announcement scheduled for 6:45. The event is free and open to the public. For more information, visit www.bobmizer.org.