



## MEDIA ALERT

### **ROKK Clothing To Set Up Shop at the 2009 ASR Tradeshow in San Diego, CA With appearances by band members, *Atreyu* and *As I Lay Dying***

**Who:** ROKK Clothing ([www.bringtherokk.com](http://www.bringtherokk.com)) Orange County, CA. Owners are Dan Jacobs (guitarist of Rock/Metal Band *Atreyu* with Hollywood Records) and Joe Jacobs.

**What:** Avid fans of eighties rock music, *Atreyu* guitarist Dan Jacobs and his brother Joe founded ROKK Clothing in 2007. ROKK Clothing blends the classic rock apparel of today with the luxurious elements of design, fabric and fit.

**Where:** San Diego Convention Center - Booth #2354  
  
111 W. Harbor Drive San Diego, CA

**When:** Thursday, January 22 – Saturday, January 24, 2009

**Why:** ROKK Clothing will take part in ASR 2009 to promote the spring 2009 line.

ROKK Clothing will be offering media the opportunity to interview the designers and owners, Dan and Joe, to discuss the ROKK Clothing Company, their spring 2009 line and their demographic and current distribution outlets. Joe will be available all three days, between 2-4pm for interviews, and Dan will be available all day Friday, for interviews, photos and autographs.

After a very successful sales year, ROKK has been fortunate to work with recording artists and celebrities including *Linkin Park*, *Atreyu* (with a Dan Jacobs Signature Tee by ROKK), *As I Lay Dying*, *Trivium*, *Mayday Parade*, *Fergie* and the *Black Eyed Peas*, *NeYo*, *Kat Von D*, *Christopher Mintz-Plasse*, *Seth Green*, cast and crew of *"Ugly Betty"*, *Kid Rock*, cast members of MTV's *"The Real World"* and dancers featured on the MTVshow, *"Randy Jackson Presents America's Best Dance Crew."*

ROKK also began working with world renowned Mixed Martial Arts fighters, sponsoring UFC Star, *Clay "The Carpenter" Guida* and creating a new for 2009, Signature tee by ROKK, for MMA Legend and former UFC Heavyweight Champion, *Josh "The Babyface Assassin" Barnett*.

"Our next step is to reach out to the Action Sports Industry, which has always been a passion of ours. We think ROKK Clothing and Action Sports go hand-in-hand and we'll be at ASR to prove it. Like Action Sports, ROKK is more of a lifestyle than just a clothing line." – Joe Jacobs

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For more information and to set up an interview about ROKK Clothing,

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