



## Hot Import Nights Partners with Seaspot.com for NW Tour Stop

*The nation's largest lifestyle custom car show comes to Seattle's Stadium Expo July 30 for a stop in its record-breaking, year-long tour.*

SEATTLE, Wash. ([PRWEB](#)) July 25, 2005 -- Hot Import Nights (HIN), the largest lifestyle custom car show in the nation, announced today that it has partnered with Seaspot Media Group to promote the Seattle show, July 30. HIN is looking to Seaspot to help them reach a more diverse audience which is a goal for their Seattle show.

In March, the 2005 HIN season kicked off in Los Angeles, breaking all previous records for attendance, number of cars displayed, variety of live musical acts, number of exhibitors and sponsors as well as number of model and celebrity appearances. This show turnout demonstrates the growth and popularity of the car culture scene and its broad appeal to a variety of car and entertainment enthusiasts, including celebrities. Celebrity attendees in Los Angeles ranged from Brooke Burke, the sexy host of several E! Entertainment Television shows and recent *Stuff* cover girl, to hip-hop artist and reality show star of "The Surreal Life," Flava Flav. Several members of the musical group the Black Eyed Peas also attended.

HIN has been the place where the pioneers of today's car culture have gathered to inspire, create, innovate, explore and push the envelope on custom car design. HIN wants to continue breaking records in attendance and is looking to Seaspot Media Group to help attract all the key players in the Northwest area, including a diverse group of attendees, to the Seattle show.

"Urban culture has been at the forefront of American popular culture for decades, but we are starting to see a major shift in how companies communicate with urban youth," said Chukundi Salisbury, Founder and CEO of Seaspot Media Group. "These days you have to be creative and innovative to reach this sophisticated, young, hip, demographic group. We've been doing this since 1998, and this is our expertise; we look forward to working with HIN to reach Seattle, Vancouver B.C., Portland and surrounding communities.

As the Northwest's leading urban media outlet, Seaspot will use a targeted network approach to help deliver an impressive audience to the show. Seaspot will be in charge of web marketing and will feature the official photo gallery on the Seaspot website: [www.seaspot.com](http://www.seaspot.com) of HIN highlights of the event taken by Seaspot photographers.

"Car enthusiasts from around the northwest will play host to the event that started the revolution. Thousands of people and hundreds of show vehicles will be attending the event along with all the top vendors in the industry escorted by their hottest spokes models," said Joseph Sahabu, marketing director of Vision Entertainment. "It was very clear to us that we needed to partner with a company that is not only known to our target demographic, but respected as well. We found that in Seaspot Media Group."

### ABOUT SEASPOT MEDIA GROUP

Founded in 1998, Seaspot.com and Seaspot Magazine are the information source and a voice for the Seattle, Puget Sound, and NW Urban Community which includes, but is not limited to, Hip Hop Culture and Urban Music & Fashion, Politics, and the scene that surrounds them. Our mission is to promote the informed exchange of urban information as it relates to Seattle and the Northwest. We seek to tell the stories and disseminate/distribute the information that is frequently overlooked and sometimes hard to find in our



communities. We pride ourselves on "Keeping our Ear to the Street" and maintaining the high level of integrity which our community, readers, clients, and visitors demand and have come to expect.

For more information about Seaspot Media Group please contact: Leah Henry-Sheppard; 1265 South Main St. Suite 202, Seattle, WA 98144. phone: (206) 320-7768 or email: [leah@seaspotmediagroup.com](mailto:leah@seaspotmediagroup.com).

#### ABOUT HOT IMPORT NIGHTS

HIN is nationally sponsored and features music and dance performances and is touring with GameRiot, the world's largest traveling video game festival and competition. HIN costs \$25 for general admission and \$55 to enter the car competition. For more information about HIN please contact: Joseph Sahabu, Vision Entertainment; phone: (949) 789-7439 X 25.

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**Online Web 2.0 Version**

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