

For Immediate Release:

Shiner Ball Promises to Stimulate (and possibly damage) the Auditory and Optic Nerves of Attendees (and probably the neighbors) on Friday, January 28

In an epoch replete with tumultuous natural phenomenon, the most cataclysmic and arcane is immediately impending: the Wild Shiner Ball. Whereas the prior tumults have wrought pain and suffering, the Wild Shiner Ball, conversely, portends to be a totally auspicious event. Having occurred on an astronomically regular cycle for more than a decade, the Ball has in past iterations revealed the power to pull vulnerable local yokels from their homes and dump them, kicking and screaming, at the Ball. This unpleasant experience can be avoided by voluntarily attending the Shiner Ball.

In order to do just that this year one must get oneself by whatever means is available to the Area Formerly Known as the Lake Wales Airport on the evening of January 28 which is also, by the way, a Friday and is not far off if you will check your Palm Pilot, Ipod, or even your Wall Calendar, should you still be constrained to that archaic methodology. And if you are of the opinion that there is nothing left at the Airport, when you arrive there on Friday, the 28th you will see that indeed there is something still there and it does indeed resemble the Center of the Universe.

For the uninitiated, the Wild Shiner Ball is an eerie, pulsating and hypnotic display of humanity and rock and roll cast in an otherworldly glow by a panoply of black lights which highlight otherwise subtle garb and temporary body markings. Commencing at or about 8:00 PM, the music provided this year by the endemic aggregation known as Joe Willy, will surely inspire even the most stoic pilgrims in attendance to chuck their inhibitions and commence to shuck and jive, or at least tap their foot wildly. Should you, due to whatever inhibitions, desire to abstain from dancing, the event still promises to entertain you with the best people-watching Polk County has to offer, although the Lake Wales Wal-Mart isn't bad for that. The music will continue non-stop until past mid-night by a unique technique pioneered and perfected at past Shiner Balls and this year involves the use of a new-fangled and computer-assisted DJ. Contrary to what you might think, this technique has proved to be wildly pleasing to the revelers.

This year's Shiner edifice (not to be confused with Edifice Rex) although not covered by a blue tarp, does possess some shared traits and therefore sturdy footwear is encouraged. In order to enter the gates, people will have to part with some hard currency, somewhere in the neighborhood of a ten-spot per person, unless last minute inflation caused by the Presidential Inauguration necessitates a price hike. As is tradition, the rate for couples exceeds the combined charge for 2 individuals. This custom is designed to compensate the unescorted for the injustice commonly inflicted upon them at events where couples

are given a discount, and has a secondary motive of increasing the Shiner coffers. Ask for the Grandparent Discount. No motorized coolers this year.

For more information of to decipher above, call the Wild Shiner Exalted Ruler For Life at 696-3405