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TATTOOS & TAINTS

2011 BEER CITY CON

SHAMROCK SOCIAL CLUB

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AIN'T NO PARTY LIKE A SHAMROCK PARTY

Every year on the 17th of March, Mark Mahoney's Shamrock Social Club on the Sunset Strip celebrates St. Patrick's Day with tattoo specials at the shop and a big party at a local club. Although Mark's been doing it big for ages, this year's event was biggest and the best yet.

The shop buzzed from the moment the doors opened all the way into the wee hours, with \$25 shamrock tattoos for anyone that walked in. Tattoo

artists such as Freddie Negrete, Rick Walters, and Mark himself inked the good luck charms for as long as people were lined up to receive them.

Of course, this being the Shamrock Social Club, lots of rockers—like Fear's Lee Ving, Slim Jim Phantom of the Stray Cats and Sex Pistol/Rock & Roll Hall of Fame Inductee Steve Jones—were on hand, you know, socializing. Known as the place "Where the Elite and the Underground Meet" the



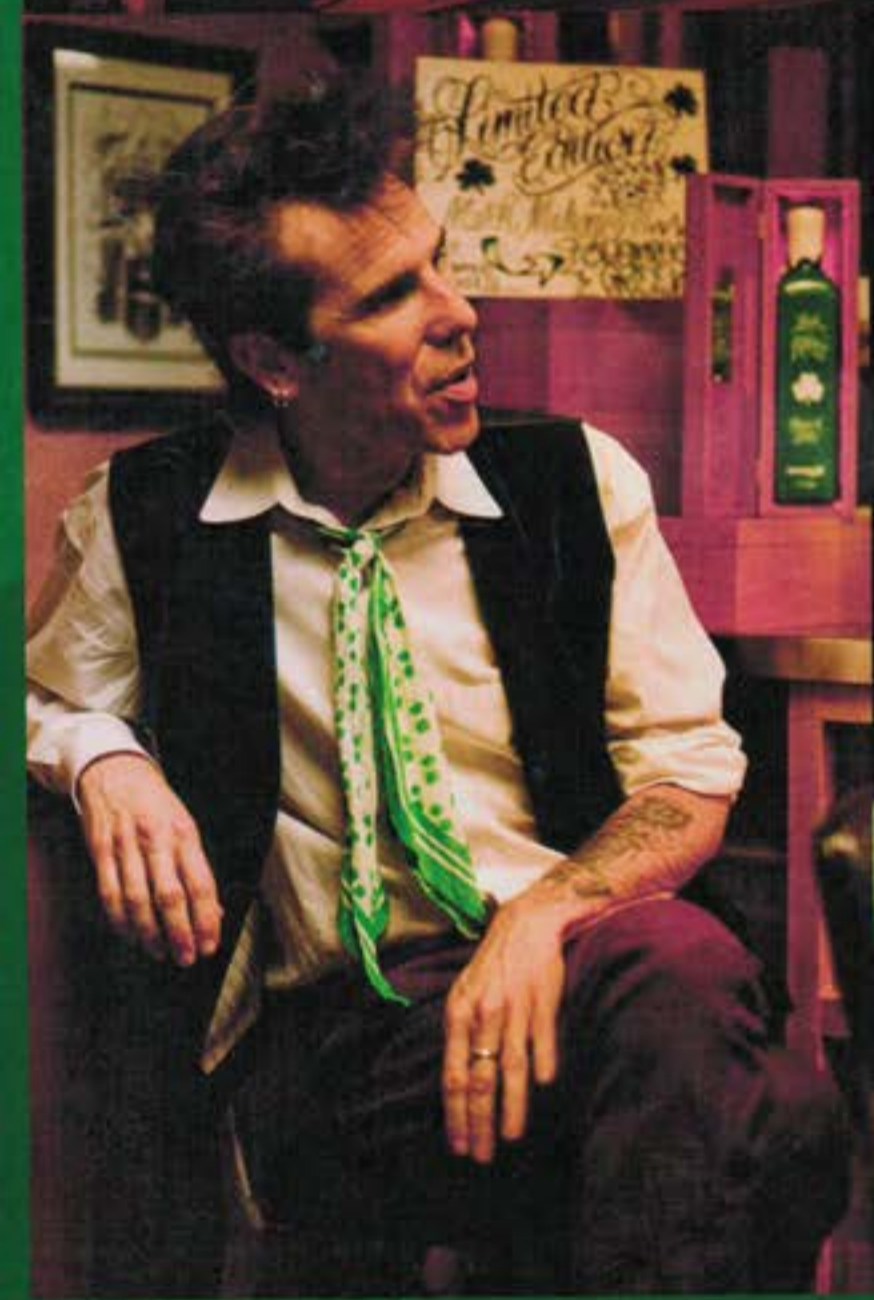
SSC was full of graffiti artists, fine artists, and tattoo artists, brothers, hermanos and Bros, Vietnam vets, Silver Lake celebutards and a lot of honorary Irishmen.

This year, in partnership with INTENZE Tattoo Ink, the party was taken up a notch. Headlining at the Roxy, right across the street, was the Chicano punk sensation Manic Hispanic—a personal favorite of Mahoney's. INTENZE also presented Mark with a

very special gift, his own custom tattoo color, Shamrock Green, engineered and bottled at the INTENZE factory and formed into a commemorative collector's box styled like a 100 year-old bottle of fine whiskey. (There's also a streetwise saying adorning the inside of the box, but that's a little secret for those that buy the box.)

Only 50 of the boxes were created, each with a certificate of authenticity signed by Mr. Mahoney

SHAMROCK TATTOO



himself. The boxes are beautifully decorated with his lettering and adorned in the colors of the Irish flag. A collector's item that will forever commemorate the legendary style and class that Mark Mahoney maintains in and out of his shop.

Check out Mark Mahoney & crew at www.shamrocktattoo.com. See the full line of Intenze products at www.tattoosuperstore.com.