

Rentboy.com presents

HustlaBall

HustlaBall New York

www.hustlaball.com

Sunday October 11th 2009

Columbus Day Weekend

@ Club Rebel NYC

VIP Reception: 10 pm

General Admission: 11pm to sunrise

BIGGER, BETTER and ready to explode on the New York scene once more

In our world, a hustler achieves what he wants and is willing to do whatever it takes to make it happen...are you a hustler?

Hustlaball brings the world of pornstars, hustlers, hookers, pimps, streetwalkers, flesh-peddlers, and other scandalous sorts to the stage and dance floor under one roof. After the huge success of the HustlaBall party in New York last fall, presenter **Rentboy.com** is gearing up to make sure this year is bigger and better, with even more decadent debauchery.

On October 11th, 2009, HustlaBall's infamous underworld party will blow into **New York City** for its 11th annual extravaganza. This year's theme is **PORNOTOPIA**: A fantasy world of polymorphous perversion, where video stars come to life onstage and throughout the club for a night where anything is possible.

The annual sex-drenched **HustlaBall** has come a long way from its humble beginnings as a one night party held in New York City back in 1998. Twenty-two parties later, in cities including New York, Los Angeles, Las Vegas, Berlin and London, HustlaBall is not only one of the raunchiest events on the dance circuit, it is also one of its hottest tickets. What was originally intended as a "sex cabaret" for erotic artists and exhibitionists has morphed over the years to become a mega-party, where adult content can be presented in a large public space, for the amusement, shock and awe of international audiences. In Spring of 2009, **HustlaBall London** sold out its venue, Renaissance Rooms, and was proclaimed one of the best parties in the U.K. for a second smash year.

HustlaBall brings together (in addition to the usual circuit party suspects) top name musical talent and DJs, an outrageous cast of fetish acts and performers and a growing international parade of party people anxious to get in on the X-rated fun for which HustlaBall has become notorious.

The Queen of Porn, **Chi Chi LaRue**, will host the evening from the **VIP Lounge**, where she will DJ and call out directions to her army of pornstars. The main stage of the Club Rebel will feature performances by over 30 international erotic performers and porn superstars including **Logan McCree**, **Vinnie D'Angelo**, **Allanah Starr**, **Nick Capra**, **Ryan Raz**, **Ricky Sinz**, **Matan Shalev**, and **Jason Tyler**. Many porn newcomers are coming to the stage by FabScout.com, the largest US porn casting agent. Stage costuming is by fetish experts Leather Man NYC and the brand Rufskin.

DJ's this year include: **Leomeo of Paris**, **Jack Chang of London**, **Rich King of Snaxx**, **Chi Chi LaRue**, **Drew G**, and **DJ DeMarko**, for a total of 6 DJs on 4 dancefloors.

HustlaBall is very excited to announce a performance by cabaret star and vocal legend **Joey Arias** of the show *Arias with a Twist* and Cirque du Soleil's *Zumanity*. Mr. Arias, will kick off the HustlaBall stage show with a live music act accompanied by choreographed dancers.

The night will also include emcee **Lady Fag** and host **Diesel Washington**, as well as numerous downtown celebutantes, burlesque legends, and pundits on the red carpet, with live interviews by **Angel Benton** and **Robin**

Byrd. Michael Dirt of the **Modern Gypsies** circus troupe will return this year to wow audiences with two special spectacular fire and acrobatic acts.

At HustlaBall, you can forget the go-go boys you would normally see at a gay party. Here, you are more likely to see triple-X podium sex, with any combination of one to five guys at a time. HustlaBall brings together porn stars and top escorts from around the world, especially as a showcase for new and emerging erotic talent. Fans can show their affection on the spot and of course there is the occasional escort or porn star who shows off his talent up close and personal.

With special installations, stage shows, photo booths, and awesome sound-and-lighting, there are many elements for guests to discover and keep occupied at a HustlaBall party. The night is broken up by a series of erotic, acrobatic, and musical performances onstage and around the club to keep partygoers surprised and stimulated.

All these elements make HustlaBall a unique party, and although it is a circuit party, with DJs being a major focus, it is different from other circuit parties. Here you get a mix of DJs, dancefloors, onstage shows, acts that happen around the stage, stars mingling with fans, and smaller parties around the main event that allow more intimate, sexual display.

The crowd is more diverse than most circuit crowds, with men and women, gay and straight, older and younger, representatives from the adult video industry, pornstars, escorts, and dancers. And of course there are partygoers who love a good old-fashioned circuit party, with the sweat on the dancefloor, for whom nothing else matters but the music.

As HustlaBall travels around the globe, attracting new fans and participants, the party takes on the flavor of each host city. The irony is that although some cities are known for sexual indulgence, their zoning laws do not always make that possible at HustlaBall. Las Vegas, for instance, is known as *Sin City*, and prostitution is legal, but nudity is not allowed where liquor is sold--so live sex onstage in Vegas clubs is never going to happen without consequences. In New York City, where zoning laws are strict but not heavily policed, HustlaBall takes place at a the cavernous 70s disco **Club Rebel**, one of the few venues left in Manhattan where a no-holds-barred stage show is possible. In heavily policed or zoned cities, the raunchiest HustlaBall performances take place only at underground pre-and-post event sex clubs and bathhouses. In Berlin, on the other hand, HustlaBall is entirely free and sexually liberated—nudity is allowed (Germans walk naked at the beach), sex is totally cool on onstage at a nightclub, and even prostitution is legal.

Charity

This years HustlaBall is a charity event for **Spread Magazine** (www.spreadmagazine.org), a periodical advocating for the rights of sex workers and erotic performers. \$5 from each regular ticket and \$10 from each VIP ticket sold will benefit Spread Magazine's parent organization SWOP (Sex Workers Outreach Project).



History and Timeline

1998 to present

A self-described “world of hustlers, hookers, pimps, streetwalkers, flesh-peddlers, porn stars and other scandalous sorts,” the annual sex-drenched **HustlaBall** has come a long way from its humble beginnings as a one night party held in New York City back in 1998. Eighteen parties later, in cities including New York, Los Angeles, Las Vegas, Berlin, and now London, HustlaBall is not only one of the raunchiest events on the dance circuit, it is also one of its hottest tickets. What was originally intended as a “sex cabaret” for erotic artists and exhibitionists has morphed over the years to become a mega-party, where adult content is presented in a large public space, for the amusement, shock and awe of international audiences.

HustlaBall brings together (in addition to the usual circuit party suspects) top name musical talent and DJs, an outrageous cast of fetish acts and performers and a growing international parade of party people anxious to get in on the X-rated fun for which HustlaBall has become notorious.

As a result of its increasing popularity over the years, the event has attracted the likes of porn impresario **Chi Chi LaRue**, recording artists **Marc Almond** and **Johnny “The Gay Pimp” McGovern**, drag superstar **Shequida**, and gay porn legends ranging from **Jeff Stryker** to **Michael Lucas**, **Michael Brandon**, **Francois Sagat** and **Matthew Rush**, just to name a few. Partygoers are treated to multiple international DJs including **Brett Henrichsen**, **DeMarko**, **Micky Friedmann**, **Rolando Belmares**, **Jack Chang**, **Stewart Who?**, **Smokin’ Jo** and **Andrew Mendez**, among others.

At HustlaBall, you can forget the go-go boys you would normally see at a gay party. Here, you are more likely to see triple-X podium sex, with any combination of one to five guys at a time. HustlaBall brings together porn stars and top escorts from around the world, especially as a showcase for new and emerging erotic talent. Fans can show their affection on the spot and of course there is the occasional escort or porn star that shows off his talent up close and personal.

With dark rooms, play spaces, and awesome sound-and-lighting, there are many elements for guests to discover and engage with at a HustlaBall party. The night is broken up by a series of erotic, acrobatic, and musical performances onstage and around the club to keep partygoers surprised and stimulated.

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As HustlaBall travels around the globe, attracting new fans and participants, the party takes on the flavour of each host city. The irony is that although some cities are known for sexual indulgence, their zoning laws do not always make that possible at HustlaBall. Las Vegas, for instance, is known as *Sin City*, and prostitution is legal, but nudity is not allowed where liquor is sold, so live sex onstage in Vegas clubs is never going to happen without consequences. In New York City, where zoning laws are strict but not heavily policed, some sex and nudity slips past the censors, but stage shows are relatively tame for what one would expect from X-rated pornstars. In heavily policed or zoned cities, the raunchiest HustlaBall performances take place only at underground pre- and post-event sex clubs and bathhouses. In Berlin, on the other hand, HustlaBall is entirely free and sexually liberated—nudity is allowed (Germans walk naked at the beach), sex is totally cool onstage at nightclubs, and even prostitution is legal.

HustlaBall Timeline

1998 New York City

The party, originally named *HustlerBall*, begins in the basement of Manhattan’s legendary Times Square hustler club **Stella’s** (March 1998). There are indeed “escorts and flesh peddlers” and it is almost a private party.

1999 New York

HustlerBall teams up with the notorious **PORK** boys to transform **The Lure** (New York’s premier leather bar at the time) into a showcase for the X-rated porno and hustler underworld.

2000 San Francisco, Chicago

Hustlerball moves into **Club Townsend** (Pleasuredome, Club Universe) in San Francisco and **Club Circuit** in Chicago and draws record crowds. With **Dean Johnson** (of the rock band **Velvet Mafia**), **Chi Chi LaRue**, **Johnny “The Gay Pimp” McGovern**, **Sherry Vine**, **Miss Understood**, **Shequida**, and many other great MC’s, the hot mix of music and porn performance becomes reality.

2001 New York City

HustlaBall returns to NYC’s **LURE** just a couple of months after the September 11th disaster and makes the party a

benefit for Fire Engine Company “Ladder 3.” The event raises \$5,000 for the firehouse, which lost 12 of 25 men. (Also in 2001, *Hustler Magazine’s* **Larry Flynt** forces the party to change its name from HustlERball to HustlAball)

2002 Los Angeles, New York

HustlaBall moves to Los Angeles for a party at **Factory** in West Hollywood. A special guest is **Christopher Ciccone**, Madonna’s brother, who enjoys the party for hours.

2003 Berlin

HustlaBall goes overseas to Europe for the first time, to produce its most extravagant event yet in Berlin, Germany, at the **Kit Kat Klub** (from *Cabaret* fame), bringing back Weimar decadence—on steroids! With DJs from around the world on different levels throughout the venue, including an 800-square-metre play space with slings and “torture gardens,” HustlaBall Berlin is a smashing success. With its own host hotel, shuttles in between venues, VIP areas, and pre- and post-events all over the city, HustlaBall becomes a true circuit party, attracting fans from around the globe.

2004 Berlin

HustlaBall Berlin doubles in space and crowd expectations, and becomes known as Berlin’s “party of the year.”

2005 Las Vegas, Berlin

HustlaBall returns to the States during Las Vegas’ annual **AVN** (Adult Video News) Convention. The party is held right on the Strip at club **Krave** on Las Vegas Boulevard. With stage shows by porn director **Chi Chi LaRue** and **Expose** singer **Gioia Bruno**, HustlaBall becomes a household name in the second largest entertainment city in the world. Sin City’s motto, “*What happens in Vegas, stays in Vegas,*” is taken to the limit and beyond during HustlaBall’s first year in Las Vegas—onstage sex acts almost cause club Krave to shut down. Later in 2005, the Berlin party is hosted by the legendary New York City performer **Lady Bunny**. Porn legends **Jeff Stryker**, **Matthew Rush**, **Carlos Morales**, **Michael Lucas**, and many others perform in multiple sex shows onstage, making this one of the most visually stimulating HustlaBall parties in years.

2006 Las Vegas, Berlin

International drag star and classically trained opera singer **Shequida** hosts the party in Berlin, with performances by English recording artist **Marc Almond** (singing the song “Tainted Love”) and American R&B singer **Ari Gold**. The entire event is recorded and later released in DVD/CD format with pornstar interviews, live sex acts, and circuit music mix by **DJ DeMarko**.

2007 Las Vegas, New York City, Berlin

In Las Vegas, **Raven O**, emcee of **Cirque du Soleil’s** show *Zumanity*, hosts HustlaBall with comedian **Bruce Vilanch**. **Britney Spears**, at the crest of her fame, just before the bottom falls out of her reputation and career, attends HustlaBall with an entourage of security and keepers. Photographer Gio Spano wrote:

The main show started with a few jokes from **Bruce Vilanch**, who was then joined on stage by **Chi Chi LaRue** to get the show started. The room was packed and the fans were eager to see the opening act, Emcee **Raven O**, who appeared on stage via a platform lowered from the ceiling singing “Could it Be Magic?” He was joined on stage by four back-up dancers and enticed the crowd to “take off your shirts, motherfuckers! It’s time to get nasty!” With words like that, everyone knew they were in for a crazy night. **Jeremy Hall**, **Jay Armstrong**, **Ralph Woods**, **Pierre Fitch**, **Tory Mason**, **Tommy Blade**, and **Cole Ryan** stepped up for the first round of flesh. We were then treated to the amazing physiques of **Big Roger** and **Jake Deckard**, dancing together on a podium right before the main event started on the main stage--can you say WOOF?!

2008 Las Vegas

In January, at club **Krave** on the Vegas Strip, partygoers line up around the block to hear internationally known DJs **Brett Henrichsen** and **Micky Friedmann**. Hosts **William Belli** (star of U.S. primetime television’s *Nip/Tuck* as Cherry Peck) and recording star **Jonny “The Gay Pimp” McGovern** introduce over 50 pornstars for multiple shows by the major porn studios. A post-event sex party is held at **Blue Moon Resort** (Vegas’ only gay bathhouse/hotel), where pornstars and fans cavort in a tented, heated swimming pool and invade the entire hotel, including a special “**HustlaBall Playroom**.”

2008 London, UK, New York

On June 14th HustlaBall brought the mega-party to London’s newest club complex **Area @ Depot**, where the sold-out event was presented by **Alex Erfan** (of club **Salvation** fame) and Hustlaball’s founding producer **Rentboy.com**. It was one of *the most celebrated and covered* parties of the London season, with pornstars from the US and

Europe joining avid clubbies and fans from around the world. In October, HustlaBall celebrated its 10th anniversary in NYC where it all started, with 6 DJs, including Micky Friedmann and Johnny Dynell; emcee LadyFag and dance band The Ones. At 3a.m. A fire in a nearby building forced HustlaBall NY '08 to evacuate—drag queens and porn boys danced on the fire trucks until the crowd was allowed back inside, and the fun continued.

2009 London, New York City, Berlin

May 3—London; HustlaBall is a smash sell—out at Renaissance Rooms in Vauxhall

October 11—NYC; HustlaBall returns to NYC for its 11th Anniversary Party

October 16—Germany; HustlaBall returns to Berlin in a new venue, the breathtaking industrial factory space known as “The Old Mint.”

Hi Rez Photos Available

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