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**Wow Cool Releases Psycho Nurse! The 2011
Psycho Donuts 13-Month Calendar**
*Silicon Valley Doughnut Shop Teams with Local
Artists to Create A World Class Publication*

San Jose, CA - (September 30, 2010) - Wow Cool, a Cupertino-based book publisher and music label, has teamed up with San Jose's Psycho Donuts and 17 acclaimed artists to create a unique wall calendar for 2011. Psycho Nurse! is a full-size, 12-inch square wall calendar printed in full color on thick glossy paper. Psycho Donuts' nurse-garbed waitstaff appear in the calendar photographed in a variety of evocative, but definitely safe for work, scenes; from being covered in bubble wrap to a full-on zombie nurse apocalypse. World champion kickboxer and Psycho Donuts fan Jenna Castillo makes a guest appearance as well. Psycho Donuts founder Jordan Zweigoron says, "The Psycho Nurse Calendar is a reflection of the beauty and creativity of the donuts, nurses, and artists that make Psycho Donuts the most unusual donut shop in the world."

Psycho Donuts is also an art gallery, and several of the exhibiting artists have their work featured in Psycho Nurse! Psycho Donuts art curator Christine Benjamin, 'Robots & Donuts' art star Eric Joyner, body painter Trina Merry, Michael Foley and six other Bay Area artists contributed to the dozens of artworks reproduced in the calendar. There are also several contributions from artists who have worked with Wow Cool previously, including comic book creators Simon Gane (Dark Rain and Vinyl Underground, published by Vertigo) and Mark Martin (Teenage Mutant Ninja Turtles and Teeny Weeny from Nickelodeon Magazine), and representatives of New York City's graffiti collective Endless Love Crew.

Psycho Nurse! is also ridiculously useful and informative. Literally over a thousand notable birth dates are listed from the realms of art, music, film, science, politics and local legend. Many seasonal and atmospheric events are given a nod and most popular holidays (and several quite odd ones) are detailed. There is also a fair share of educational content from the history of the Bay Area's oldest mental hospital to the discovery of the radioactive element 'Californium'. "It's the Google Daily Challenge, really", says the calendar's editor and photographer Marc Arsenault; "There's at least one holiday, fact or person per day... maybe three or four... that you have never heard of, and will hopefully be curious enough about to go look up."

The calendar has an additional value, as it includes monthly coupons for Psycho Donuts as well as discounts at Camera 3 Cinema, San Jose ComedySportz and Tandoori Oven. Total value estimated at \$66.

Psycho Nurse! retails for \$13 and is available to purchase in person now from both Psycho Donuts locations and at Anno Domini Gallery in San Jose, California. It can also be ordered online from WowCool.com, Amazon and Last Gasp. Distribution to bookstores and galleries is through San Francisco's Last Gasp.

About Psycho Donuts

Psycho Donuts opened its first location in Campbell, California February of 2009. Psycho Donuts has invented donut versions of everything from hamburgers and French fries to pizzas and tacos. They even make donut ice cream sandwiches. Visiting the shop is a sensory experience, which has earned it the reputation as the world's most unusual donut shop. Psycho Donuts has been featured in Maxim Magazine, Entrepreneur Magazine, American Way Magazine, Bon Appétit Magazine, Fox Business News, USA Today, The BBC, Food Network Magazine, and many more. For more information, visit <http://Psycho-Donuts.com>.

About Wow Cool

Wow Cool is a music, video and art studio and label based in Cupertino, California. Artists include: Marc Arsenault, Brown Cuts Neighbors, Steven Cerio, evidence, Simon Gane, God Hates Computers, nickname: Rebel, and Offset Needle Radius. Founded in New York City in 1988, Wow Cool has issued dozens of books, shirts, records, CDs and DVDs since. Wow Cool has been based in Cupertino, California since May 2009. For more information, visit <http://WowCool.com>.

About Marc Arsenault

Marc Arsenault is an artist and musician based in California's Silicon Valley. Marc has previously served as art director for comic art publisher Fantagraphics Books - where he designed and co-edited their Vaughn Bodé Library series and Robert Williams' Malicious Resplendence coffee table book. He was the head of art and marketing for Fremont's martial arts equipment manufacturer Tiger Claw for seven years. In 2009 Marc settled with his family in Cupertino and relaunched Wow Cool. He is also the main songwriter and musician in the band nickname: Rebel and was a member of the music and video group Brown Cuts Neighbors for many years.

Contributing artists: Ben Jackson, Christine Benjamin, David Hartman, Eric Joyner, Ian Farrell AKA Infinity, Ian Lynam, Jared Konopitski, Lacey Bryant, Laura Callin Bennett, Mark Martin, MCA Evil Design, Michael Foley, Nicolas Caesar, Simon Gane, Simon Salas, Steven Cerio and Trina Merry.

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Sample pages, cover art, company logos and a RTF file of this release are available at:
<http://wowcool.com/engine/releases/psycho-nurse-2011-calendar/>

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