

# DEUCE

Vancouver, BC (September 6, 2006) – Jason Dussault, designer and owner of DEUCE CUSTOM INK, is pleased to announce that DEUCE will be a sponsor of the finals of the David Foster BC Star Search this weekend, September 9 at the River Rock Casino in Richmond, BC. The finals are the culmination of a province-wide talent search presented by British Columbia Lottery Corporation (BCLC) and participating BC casinos.

Dussault states, “We are pleased to be sponsoring the Star Search event which benefits families of children who need life-saving organ transplants. As well we are pleased to be supporting emerging young talent in British Columbia.”

As a sponsor of the David Foster BC Star Search, DEUCE will be designing custom hoodies for judges Clay Aiken, Daisy Fuentes, David Foster, and Gala performers Michael Buble, George Lopez and Matt Goss and presenting DEUCE custom T-shirts to all the finalists.

DEUCE CUSTOM INK is Vancouver’s new fashion design company for men and women. Already getting attention from New York to Los Angeles, DEUCE INK is luxury original street wear with a vintage core inspired by 1970’s Americana and street culture. DEUCE combines nostalgia and in-your-face iconic imagery fueled by Dussault’s fearless sense of style. Jeans, t-shirts, accessories and unique, no-two-alike hoodies are DEUCE’s specialties. DEUCE’s most popular item, the Zip-Hoodie, is individually hand-painted and embellished with elaborate tattoo inspired embroidery and lined with silk, velour and vintage fabrics. Each piece is one-of-a-kind and individually signed. DEUCE has recently designed clothing for Swollen Members, Todd Bertuzzi, Sheldon Souray & Craig Rivet (Montreal Canadians), Nicole Ritchie, Terrance Howard, Robin Williams, Cory Lee, DJ Tiesto, Armin Van Buuran, DJ Tazix, Todd McFarlane, and is currently designing custom items for celebrities including Black Eyed Peas, Joey Kramer (*Aerosmith*), and Vancouver Hip Hop artist Kinny Star.

The David Foster Foundation was established in 1986 to provide financial and emotional support to families of BC children who are in need of life-saving organ transplants and to promote public awareness of organ donation. The Foundation provides funding for non-medical expenses throughout the procedure, from initial assessments to postoperative check-ups, including transportation, accommodation for families, rent, mortgage and liaison with agencies providing counseling, childcare and other support services. **[www.davidfosterfoundation.com](http://www.davidfosterfoundation.com)**

The DEUCE Headquarters at 56 Powell in Gastown is also DEUCE’s manufacturing site. Visitors to this Gastown location (Tues-Sun, 12-7) put a DEUCE Token or a Loonie to open the first door, what happens on the other side of that door is worth checking out. The DEUCE retail space promises to be an experience like no other.

**[WWW.DEUCEINK.COM](http://WWW.DEUCEINK.COM) / 1-866-841-2010**

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