



MORE THAN 150 GUESTS FROM ALL OVER EUROPE CAME TO VISIT THE SHOTS PARTY

Shots Media knows how to throw a party

Ever since it was held for the first time in 2005, the annual Shots Media Party has gained more and more importance for the European erotic industry with each new instalment, and has now the reputation of being an event that you do not want to miss. Knowing of the party's special status, Shots Media, the Dutch distribution company, has not spared any expense to make this year's event an unforgettable experience for all the visitors

The date of the party, the 24th of July, coincides with the "Nijmegen Voerdaagse", the "International Four Days Marches Nijmegen". Therefore, the visitors of the Shots Media Party also get to experience this impressive event: Every year, 40 000 to 50 000 people set out on a march towards Nijmegen, covering up to 40 kilometres per day. There were more than 40 000 participants this year – mostly "civilians", but also members of the military –, 37 000 of which reached the finish line in Nijmegen. The "International Four Days Marches Nijmegen" is certainly one of the country's most traditional sports events; after all, it has been held for the 93rd time this year. But it is also a funfair

with a beautiful atmosphere, with music and entertainment for everybody. Shots Media had set up a pavilion right on Sint Annastraat, one of Nijmegen's main roads and also the home stretch of the Nijmegen march. Thus, the visitors of the Shots Media Party had a perfect view on the participants of the march as they covered the final kilometres of their long and arduous journey. Many of the visitors of the Shots Media Party had travelled much greater distances to get to Nijmegen, albeit not on foot, of course. 150 guests from all over Europe had come to Nijmegen at Oscar Heijnen's invitation. For them, there was food and drink aplenty, so no one had to be hungry or thirsty while they cheered

on the masses that marched by. DJ Stan van den Dobbelsteen set the right tone, and singers Maron and Bas topped off the musical entertainment. After the march, Shots Media invited the company's guests to the "Demain" bar. Many of the people partied there all night long, enjoying the pleasant atmosphere of the place. The party on July, 24 had been preceded by a sales event, the Shots Media Sales Week, which took place between the 20th and the 23rd of July. There, the Dutch distributor had offered products from all segments of the company's product line-up at special discounts. Therefore, in July the name Shots Media was not only synonymous with a good time, but also with low prices.



Stan van den Dobbelsteen, DJ and entertainer, made sure that everybody was having a good time



The host of the event, Oscar Heijnen, talks to Anthony Al-Ghabban (Soho Original Bookshop, London)

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