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FOR IMMEDIATE RELEASE

CELEBRATING POLAROID FILM BEFORE IT'S ALL GONE
Gallery Exhibition + Limited Edition Book

ISM: a community project and Hibbleton Gallery pay tribute to instant film and the discontinued Polaroid 600 Series with a gallery exhibition + limited edition book featuring over 100 professional and amateur photographers from around the world.

The opening reception of *INSTANT GRATIFICATION: a polaroid party* is scheduled for 7:00 PM on Friday August 7th, 2009 at the Hibbleton Gallery in Fullerton, California. This event is scheduled to coincide with the projected date of expiration for the Polaroid 600 Series.

These original, one-of-a-kind Polaroid's will be displayed together in a uniform manner from floor to ceiling, side by side, in protective plastic sleeves. Also, during the opening ceremony we will have a designated section dedicated to 'night of submissions' with vintage instant cameras available for guests to capture this historic moment.

After the show closes on Sunday, August 30th, a jury of artists and designers will commence production on a rare retrospective print collectible documenting the *INSTANT GRATIFICATION* project including personal essays and love letters bidding farewell to instant film. This unique book will be available to the public in 2010.

Polaroid submissions for the Gallery Exhibition + Limited Edition Book are open to the public. Please visit <http://www.ISMcommunity.org/PolaroidParty> for instructions.

ISM: a community project is an internationally appreciated arts non-profit that produces creative art fundraisers and publishes limited edition books and magazines. The organization is dedicated to benefiting the youth of our society through the artistic enrichment of our community.

Hibbleton Gallery is a collective of people seeking to promote creative expression and dedicated to art that provokes thought and initiates discourse, whether it is considered subculture, pop surrealist, outsider, graffiti, lowbrow, or street. Hibbleton Gallery is located at 112 West Wilshire Avenue, Fullerton, California 92832.

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If you would like more information, high resolution images, or to schedule an interview, please email Kevin Staniec at Kevin@ISMcommunity.org or call him at 562-458-8899.

You may also visit <http://www.ISMcommunity.org/PolaroidParty> for additional details or to read the answers from our frequently asked questions please visit <http://www.ISMcommunity.org/FAQs>