



PAINTED AXE

Rescued & Renewed Guitars

PRESS RELEASE

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Painted Axe Gets Angry with ‘Riot Grrl!’

In-your-face, screaming Epiphone SG, waiting to be played by your rules. It’s guitar revolution, girl style.

Rock-n-Roll, no matter its form, has been about rebellion – against the rules, against adults and against society. Bucking the status quo is what led to Painted Axe’s latest effort, “Riot Grrl!”

Riot Grrl, a label placed on angry, unapologetic and abrasive girl bands of the early 1990s, was rooted in punk. The movement was determined to shock and hammer a male-dominated profession and revolt against society’s standards and constraints.

“In that spirit, Painted Axe designed and created the Riot Grrl! guitar. It was influenced by hard-charging girls bands like Joan Jett and the Runaways, Pat Benetar and Siouxsie and the Banshees,” said Michael Gauf, founder and owner of Painted Axe. “But, it’s not so much a homage to past riot girl bands as a visual and musical reminder that the angry women of rock are still around and will not be suppressed.”

A Gibson Epiphone G-400 SG was selected as the best guitar to represent the riot girl theme. Like many of the other Painted Axe guitars, this SG was more than gently used and needed attention to restore its edgy and gritty intentions. The pickups are original Humbuckers. The fingerboard is rosewood with trapazoid inlays. The body color is red metal flake.

As always, once the cosmetic makeover is completed, the guitars are retested for electronic weaknesses and reassembled by the certified technicians.

“Riot Grrl! is one of our more outrageous themes,” said Gauf. “It is atypical and keeps alive the riot girl aura of ‘Revolution Girl Style’. It also compliments our efforts to provide the guitar-playing community with another distinctive instrument – a guitar with personality.”

Prices for the guitars start at about \$500.

About Painted Axe

Painted Axe, based in Indianapolis, was founded in 2004 by Michael Gauf, who also owns a web development company. The company can be reached at 217-273-8030. Visit Painted Axe at <http://www.PaintedAxe.com>.

High resolution publicity photos and previous releases are available at <http://www.PaintedAxe.com/publicity>.

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