

LADYSCUMBAG



**\*\*FOR IMMEDIATE RELEASE\*\***

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## **Introducing LADYSCUMBAG: Archetype of Collective Fourth Wave Feminist Evolution**

*PROMOTING THE CODES OF FEMININITY FOR THE NEXT GENERATION AND BEYOND*

**2/28/2018**

**Los Angeles, CA** – LADYSCUMBAG is a femme archetype that, until now, has not existed in the world. Committed to finding the morsel of self-interest in every situation, she will transform feminine presentation, sexuality, and perceived demureness and incompetence into weapons of mass destruction. This shift in consciousness will allow women to produce their own privilege and destroy inequalities which precipitate age old harassment, objectification and insolence. LADYSCUMBAG, or LSB, is the fourth wave feminist superhero who uses misogynist beliefs to destroy the patriarchy.

The 2016 U.S. presidential election demonstrated that the corridors of power do not bend easily. Women's marches in cities around the U.S. and around the globe exhibited a collective rage, acting as a call for change. It is time for LADYSCUMBAG to unleash her superpowers to set right what has wronged so many. Within the grasp of LADYSCUMBAG's reach exists both an opportunity and responsibility to model the ethic and economy for a more equitable, liberated, and desirable world.

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LADYSCUMBAG has a twofold mission. First, Visitor Welcome Center, an artist run space in Los Angeles, will be transformed into LSB's headquarters. Acting as maternity ward, this femme oriented co-working space will provide artist-led instruction in the feminine arts. Here, visitors can participate in daily home-ec-style classes as well as weekly events of import to the LSB community. In addition, in less than one month, over fifty contributors have already committed to provide rich content for the LSB website in order to create a globally accessible online community.

*Is there a need for LADYSCUMBAG in the world?*

*Are there people out there who resonate with her ideals and aspirations?*

*Is there a LADYSCUMBAG within all of us?*

The answer to these questions is a resounding YES! Please join this cause and help a village of like-minded individuals birth this baby into a sustaining creative force.

Support for LADYSCUMBAG from our allies can take the form of:

- Financial assistance
- Spreading the word via social media
- Contributing content to the LADYSCUMBAG.com website

To learn more about LADYSCUMBAG and discover the perks of contributing toward this campaign, please visit the LSB crowdfunding drive at <http://igg.me/at/LADYSCUMBAG>.

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*Kim Ye is an LA-based interdisciplinary artist exploring themes of labor, intimacy, taboo, sexuality and power exchange. She blends her work as a professional dominatrix and artist so as to explore the conventional, disrupt our ideas of normalcy and beauty, and provide a space for dialog and discussion to facilitate transformation and understanding.*

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For more information, please email Kim Ye at [Janitor@Ladyscumbag.com](mailto:Janitor@Ladyscumbag.com) or call/email Visitor Welcome Center at 213-703-1914 or [info@visitorwelcomecenter.org](mailto:info@visitorwelcomecenter.org)