

For immediate release:

FOUR COLOR REALITIES **The Cosplay Photography of Pat Loika**



February 14, 2017 — Los Angeles, CA — Blacksparrow Inc. is proud to announce *Four Color Realities: The Cosplay Photography of Pat Loika*.

Within the last two decades, the rapid growth of the cosplay hobby has paralleled the explosive commercialization of comics, video games, books, television, and motion picture intellectual properties. The hobby has grown from being a niche on the fringes of fandom to a relevant demographic that is leveraged by corporations as legitimate revenue streams.

While exploring the art of cosplaying, artist Pat Loika decided to focus his attention on a different art form: Cosplay Photography. When an injury cut short his comic art career, Loika turned to the discerning lenses of the camera to express his love for comics. Using intricate knowledge of his favorite characters and many willing collaborators, he found a new way to transform the four color fantasies of comics into the four color realities of an increasingly significant subculture.

Four Color Realities: The Cosplay Photography of Pat Loika will arrive in Fall 2017 in the form of a hardcover art book, with a portion of the proceeds benefitting Planned Parenthood. Pre-order now at blacksparrowinc.com and reserve your copy signed by Pat Loika!

About Pat Loika

Pat Loika is a San Diego-based writer and photographer. He has written and drawn comic books and hosted a long running podcast focusing on the comic book industry. His photography, focusing largely on conventions and cosplay, has been featured in magazines and various websites. *"Here, I can build."*

About Planned Parenthood

"In October 2016, Planned Parenthood turned 100 years strong. Planned Parenthood was founded on the revolutionary idea that women should have the information and care they need to live strong, healthy lives and fulfill their dreams—no ceiling, no limits." Learn more about this important organization that delivers vital reproductive health care, sex education and information to millions of women, men, and young people worldwide at www.plannedparenthood.org.

About Blacksparrow Inc.

Blacksparrow Inc. is a boutique multi-media company specializing in the pop culture and entertainment markets. We are interested in the intersection of society, politics, art and culture. We provide print publishing and brand marketing with a niche and targeted focus. We also consult on private memorabilia collections and offer auction services for charitable organizations.

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