

# EKTHETOLOGY

Don Van Fleet  
Phone: (717) 676-6389  
Email: [unveiled@ekthetology.com](mailto:unveiled@ekthetology.com)

FOR IMMEDIATE RELEASE  
January 08, 2010

## **EKTHETOLOGY LAUNCHES T-SHIRT GIVE AWAY TO EKTHETOLOGY PARTICIPANTS**

Mechanicsburg, PA. Quantum Model, LLC ([www.quantummodeling.com](http://www.quantummodeling.com)) has announced a promotional t-shirt give away to build enthusiasm for the [ekthetology.com](http://ekthetology.com) site. All new and approved submissions for the month of January will be placed into a drawing, with one lucky winner receiving a free [ekthetology.com](http://ekthetology.com) t-shirt.

Quantum Models, LLC introduced the website in 3<sup>rd</sup> quarter 2009, as an artistic photography project. The premise of site asks visitor to consider the question: "If you have to choose only one thing to have your photograph taken with, what would it be"? Then, actually submit such a photo. In addition to the person only one other thing may be in the picture. The site is about self evaluation. Submissions can be as modest as desired by clever use of item, pose and camera work. In addition to submitting a photo the participant is asked to provide an exposition as to the "what and why" of their one thing. The project is called ekthetology based on the Greek root words of ekthetos, which means *to unmask* or *to expose*. The URL is [www.ekthetology.com](http://www.ekthetology.com).

###

If you would more information about [ekthetology.com](http://ekthetology.com), or to schedule an interview with Don Van Fleet, please contact Don at (717) 676-6389 or email him at [unveiled@ekthetology.com](mailto:unveiled@ekthetology.com).