



Sports Heroes in America: Where Have They Gone?

Artletics, a Contemporary Company with Old-Fashion Values, Celebrates America's Athletic Legacy by Keeping Legends Alive with Art

Orlando, FL, October 06, 2007 --(PR.com)-- Artletics (<http://www.artletics.com/index.php>) a company based in Orlando, Florida, and run by a former Disney Artist, believes in the power of inspiration, especially as it applies to today's youth. Joseph Cioffi, Managing Partner and Director, observed a vacuum that existed in popular American culture, the lack of heroes. In today's shock-driven media culture, certain celebrities dominate the media and their negative destructive behavior is celebrated instead of being rebuked, for the sake of 'selling soap'. Artletics approach to providing inspiration to kids, and people in general, is to continue telling stories through imagery of athletes and their remarkable achievements, all the while realizing that we all are all too human, even our heroes. Artletics focuses primarily on athletes from the Golden Age of American Sports, like Babe Ruth, Red Grange and Gordie Howe, and focus on their accomplishments on the field of competition, rather than on character flaws.

Artletics offers rare, unique and original imagery of athletes that date from as far back as the late 1800's to the current day. Ironically, the old-fashion appeal of their content and service is not mirrored by their use of technology. Artletics uses the latest technology for their printing processes which include the archival process of Giclee printing, which is guaranteed to last for over 100 years, as well as prints their originals on canvas to give it that extra special feel. It quite simply is the best sports imagery available on the market today.

Artletics enters into its fourth year in business and continues to grow at a moderate rate. In those four years they have formed reliable partnerships with such service providers as The Frame Depo, who provides Artletics with a visual interface on the site to offer a full-service online Frameshop where you can frame your favorite print. They are entering into the charity auction business by providing Global Golf Products with their unique imagery to create consistent returns for various events and charities throughout the country. Artletics has recently started advertising with WEAE- ESPN Pittsburgh for give-a-ways and promotions. Last but not least, Artletics is currently finalizing deals that will help provide original imagery to their customers for a long time by signing established artists in both photography and fine art.

Artletics believes that if these stories and images aren't preserved they will be most likely lost forever.

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If you would like more information about Artletics or this topic, or to schedule an interview with Joseph Cioffi, please call 321-206-9454 or email Artletics at submissions@artletics.com



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