

# Utah Woman Uses Head to Get Child in School – Mother's Forehead Auction to Pay for Son's Education

SALT LAKE CITY, UT – June 30 (SEND2PRESS NEWSWIRE) – The Company renowned for outrageous advertising is at it again. GoldenPalace.com, the Internet casino that helped turn eBay into the ultimate online advertising vehicle, has spent \$10,000 to permanently tattoo their website address on a woman's forehead.

Using eBay's "Buy It Now" option, GoldenPalace.com won the privilege of placing a permanent ad tattoo on Karolyne Smith's forehead, making her the first female to have the casino's brand mark her for life. Brent Moffatt AKA "The Human Pincushion" has already allowed GoldenPalace.com to make a lasting impression on him.

According to her eBay page, Smith loves to be the center of attention everywhere she goes, making her the perfect cranial billboard for GoldenPalace.com, who have become publicity specialists with their eccentric advertising ideas.

"I really want to do this," said Smith. "To everyone else, it seems like a stupid thing to do. To me, \$10,000 is like \$1 million. I only live once, and I'm doing it for my son...It's a small sacrifice to build a better future for my son."

Smith's boyfriend, Jeremy Williams, said the couple discussed the idea for more than three weeks before deciding to go through with it. And when they did, Smith's eBay auction attracted more than 27,000 hits and 1,000 watchers. According to Smith, the money will be used to send her son to private school.

Local media was on hand to witness the tattooing live at ASI TATTOOING in Salt Lake City, Utah. Most onlookers seemed amused at the spectacle although many people seemed taken aback at what looks to be a new trend in brand marketing.

"I think this kind of advertising will become increasingly popular as time goes on," said GoldenPalace.com CEO Richard Rowe. "It is a perfect way to get attention amid the clutter of advertising that people see every second of every day. Conventional forms of marketing just don't cut it anymore. To get people's attention, you have to stand out from the crowd. In light of Karolyne's story and her intentions to improve her son's education, we have given her additional \$5,000 on top of the \$10,000 spent on the auction."

Smith said she talked to several companies and received multiple offers, but she decided GoldenPalace.com would be the best choice.

"We decided to go with these guys because they work with a lot of charities," she said. "I want this to mean something."

As a result of their eBay shopping spree and other advertising campaigns, GoldenPalace.com has amassed an impressive collection of oddities including the Virgin Mary Grilled Cheese Sandwich, Britney Spears' Pregnancy Test, Marilyn Monroe's personal address book, and Pope Benedict XVI's previously-owned VW Golf; all of which have garnered extensive worldwide media attention for the casino.

Video Feed:

[prnewswire.com/broadcast/22224/consumer.shtml](http://prnewswire.com/broadcast/22224/consumer.shtml)

More information: [www.GoldenPalace.com](http://www.GoldenPalace.com)

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