

AFTEREFFECTS

JASON DHIR did it again — the Charity After-Bash Party, that is, which was back for the third year in a row during Arnold Classic Weekend in Columbus, Ohio. A crowd of 3,500 mingled with bodybuilding pros, supplement honchos, celebrities and fellow fans after the Classic Saturday night, March 4, at the Lifestyle Communities Pavilion. Within the After-Bash, multiple parties were happening simultaneously, as Weider Publications, Vyotech, Ab-ulous Meals, BSN, H57 Hoodia, SAN, EST and Dhir's company, Nutritionforumonline.com, were all represented.

Dhir, with his staff of 60 and security staff of 40-plus, manned the massive party and put on quite a show. Pyrotechnics, laser lights and master illusionist **STEVEN KLINE** all made for an impressive spectacle, while surprise guest **TRIPLE H** came out to emcee. He helped dole out donations from the Bash to the Homeless Families Foundation and DaVita Dialysis Patient Organization for \$5,000

each, and then **DJ QUANTUM** took over as the dance floor opened. Prizes raffled off to partygoers included boxing gloves signed by Instone Nutrition's **SYLVESTER STALLONE**; a leather jacket autographed by Triple H, **RONNIE COLEMAN** and **MONICA BRANT**; and an Olympia VIP package for two, compliments of AMI and Weider Publications.

"For one night, the entire industry puts aside the competition between

companies and enjoys the social interaction," Dhir says of the bash. "It is not the biggest industry in the world, and for us to continue to grow, we are going to have to stick together and do the right things."

Dhir's upcoming events include the Nutrition Forum Fitness Expo on August 12 in Columbus and an Olympia party Saturday night in Las Vegas during Olympia Weekend, which is September 29-30. For more information, go to www.nutritionforumonline.com or www.jasondhir.com.

— **Michael Berg**

