

Written by Sarah Love

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## **Bret Michaels to Attend Arizona Foothills Magazine Best of Our Valley Finale Party**

*Valley celebrates AZ Foothills Magazine 'Best Of' winners with finale party at Scottsdale Quarter*

Arizona Foothills Magazine presents the “Best of Our Valley” finale party with celebrity guest, rocker and pop culture icon Bret Michaels, lead singer of Poison who will tour this summer with Def Leppard, on March 28 at the Quad at Scottsdale Quarter located at 15279 N. Scottsdale Rd, in Scottsdale, Ariz. The event will begin at 6:00 p.m.

Bret Michaels, who won Top Celebrity Twitterer, will be in attendance at the celebration to mingle with guests and fellow winners. Bret, with his huge online and influential Twitter presence, was the most voted for celebrity in the category.

A silent auction will take place where guests will be able to bid on various items and proceeds will go to Phoenix Suns Charities. Phoenix Suns Charities is the cornerstone of the Phoenix Suns foundation, making grants to non-profit organizations that serve the youth in areas of education, health and human services, the arts, sports and recreation, and rehabilitation.

There were a wide variety of categories with a number of nominations entered, and millions of votes were cast at AZFoothills.com to determine the “Best of Our Valley” winners. The Valley’s winning VIP’s, socialites and business owners will be in attendance to celebrate the third annual AZ Foothills Best of Our Valley 2012.

VIP Tickets for the Best Of finale party are \$40, and cover complimentary food and cocktails.

Those interested in purchasing tickets can visit <http://go.ordermytix.com/event/211015> or call 480-284-6033.

### **ABOUT ARIZONA FoothILLS MAGAZINE**

Since 1997, Arizona Foothills Magazine has celebrated the latest and greatest in Valley luxury. We've featured everything from the finest resorts and travel destinations to shopping and beauty to fabulous eateries and places to live. Almost 15 years later, our mission is no different! We still strive to unveil what's up-and-coming, give credit where it's due to those who deserve recognition and provide useful information to our loyal readers.

The all-new AZFoothills.com is one of the fastest-growing Web sites in Arizona, and something few publishing companies have to offer. AZFoothills.com is one of the top 20,000 most visited websites, daily. In comparison, this is four times the amount of visitors of lamag.com. AZFoothills.com is the authority on luxury lifestyles on the web in Arizona. Our demographic is slightly female, well-educated and very affluent. Our readers are the tastemakers of Arizona. A variety of Web components make our website even more special with the complement print ad schedules or serve specific needs, from directory listings to E-Newsletter sponsorships, event listings and more.

### **ABOUT BRET MICHAELS**

Rocker and pop culture icon Bret Michaels has been making hits—whether solo, or with his legendary rock group, Poison—for over 25 years. Poison’s record sales, in combination with those from Bret’s solo albums, exceed 31 million records and DVDs worldwide, with chart-topping hits such as “Every Rose Has Its Thorn” and “Something to Believe In,” among many others. Beyond his legendary work with Poison, as well as his acclaimed solo career, Michaels has gone on to enjoy a stunningly successful run in the realm of reality TV, including a first place finish on 2010’s “The Celebrity Apprentice,” and VH1 hits such as “Rock of Love” and “Life as I Know It.” An edgy rocker with a knack for originality, Michaels is also a skilled businessman and diehard philanthropist. A true pop culture icon, Michaels has earned an array of titles ranging from People Magazine’s Top 50 most intriguing people three years running, to Winner of the “Celebrity Apprentice,” to Maxim Magazine’s top 100 hottest people.

Michaels recently partnered with Dean Guitars, to design his first ever signature Bret Michaels series, which sold out on HSN within minutes of their debut. Michaels also partnered with retail giant, Pet Smart for a line of pet products due out in 2012 with Pet Smart, and his Diet Snapple Trop-a-Rocka Tea remains one of the best-selling drinks in Snapple’s line-up. Philanthropy remains an important facet of Michaels’ career as well: a lifelong diabetic, Michaels partnered with the American Diabetes Association in 2010, acting as a spokesperson and sponsor. He gives generously to the cause, donating both his time, money, and support to a number of diabetes charities. Bret continues to evolve as an artist and as an entrepreneur, taking on new projects in music, business, and beyond. His “Get Your Rock On” 2012 tour will continue throughout the spring.

### **ABOUT PHOENIX SUNS CHARITIES**

Phoenix Suns Charities, the philanthropic arm of the National Basketball Association’s Phoenix Suns, utilizes the resources of the Suns organization to make grants to non-profit organizations that serve children and youth in the areas of education, health and human services, the arts, sports and recreation, and rehabilitation. Since its inception in 1988, Phoenix Suns Charities has donated more than \$12 million to Arizona

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organizations, helping children and families across our state.

## **ABOUT SLE**

Steve LeVine Entertainment & Public Relations (SLE) is a full service entertainment, events and public relations agency. SLE specializes in event planning, coordination and production, talent booking and management, marketing and promotions, new media and design.