



CELEBRITY SWEAT PREMIERE PARTY
NBA ALL-STAR WEEKEND
AT THE PLAYBOY MANSION



Celebrity Sweat is the hottest new DVD series that launched earlier in the fall, led by Hip Hop sensation Nelly. Celebrity Sweat showcases the best workouts of top players in the NBA, the NFL, and select R&B and Hip Hop singers, and recently formed a relationship with the White House, where it is promoting the President's "Active Lifestyle Challenge" and working in collaboration with the First Lady on the Let's Move campaign.

Celebrity Sweat continues its humanitarian efforts by supporting City of Hope with a focus on Breast Cancer Awareness at NBA All-Star Weekend. A VIP Bash will be held at the Playboy Mansion, by invitation only, 10:00 p.m. – 1:00 a.m., on Saturday, February 19. The party will welcome national and local media. The VIP Bash will feature 4 Red Carpet stations, over 50 athletes and celebrities, and will include anchor NBA All-Star ambassadors such as Dominique Wilkins, Darryl Dawkins, Moses Malone, Scottie Pippen, Michael Cooper, and others. Many more from the NFL and the NBA will be joining us, and of course we welcome other R&B and Hip Hop singers. (See list of celebrities scheduled to attend below.)

The VIP Bash will pull athletes and entertainers together to support Breast Cancer Awareness -- there will be open bar, open food stations, mini concerts. The Golden Globe DJ Richie Rich will be on hand for music, dancing and more.

If you are looking for media credentials, call in advance for credentials, we'd love to include you.

For more information on the VIP Bash All-Star Weekend, visit SPPSports.com, and for more information on Celebrity Sweat, go to CelebritySweat.net. As of this week, Celebrity Sweat episodes are now available on iTunes as well.

Join the Celebrity Sweat road to good health, and join us to support City of Hope with a focus on Breast Cancer Awareness Campaign at All-Star Weekend.

NELLY, Andrew Bynum*, Darryl Dawkins, Alex English, DeMar DeRozan, Ed "Too Tall" Jones, Moses Malone, James Worthy, Michael Cooper, Norm Nixon, Penny Marshall, Will.i.am, Ne-Yo, Matt Barnes, Scottie Pippen, Nigel Thatch, Christian Okoye, Eric Dickerson, Dominique Wilkins, Cuttino Mobley, Serge Ibaka, Tony Denison, Adam Taki, Coco Crisp, Dr. Dorfman, Quinton Aaron, Zaza Pachulia, Tamika Catchings, LaMarr Woodley, Terrell Thomas, Thomas DeCoud, William Moore, Chevis Jackson, Tyson Jackson, Mykelti Williamson, Steve Weatherford, Marquice Cole, Cobi Jones, Kevin Faulk, Darrell Revis, Cameron Wake, Chad Ochocinco Johnson, Jenna Jameson, Tito Ortiz, Adam Lasher, Tila Tequila, Lonyae Miller, Omar Benson Miller, Nadia Bjorlin, Shawn Christian, Phil Conserva, Cindy Margolis, Marcus Shirock, Craig Ley, Elise Neal, Kelvin Brown, DeSean Jackson, Darnell Dockett, Antrel Rolle, Abe Elam, Richard Marshall, Trevor Ariza, Eddie Drummond, Phil Jackson*, Al Horford, Joe Johnson, Joe Grande, Mike "The Situation" Sorrentino, Pat O'Brien, Kenny Johnson, Roger Cross, Patrick Warburton, Taj Gibson, Nick Young, Paul George, Jared Dudley, Charlie Bell, Arian Foster, Alterraun Verner, Jaimie Hilfiger, Al Farouq Aminu, Kunal Nayyar, Bruce Caulk, Drew Coleman, Keith A. Fox, Marshawn Lynch, Lavelle Hawkins

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* Subject to change