

# SUPER BOWL PARTIES

## Indianapolis, Indiana

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### ESPN "Next" Party

**2011 party was hosted by Snoop Dogg (2012 host TBD)**

**2011 headline performance featured Kid Rock and Rev Run (2012 performer TBD)**

Friday, February 3

Indianapolis

ESPN is known for throwing its exclusive, VIP-only Super Bowl party that draws a large number of celebrities, athletes and models. This year is no different. ESPN The Magazine's NEXT Big Weekend Party kicks on Friday, Feb. 3 and will be a serious contender to be the hottest party of the entire Super Bowl week. The NEXT party is meant to promote ESPN's annual NEXT issue which focuses on who and what will be hot in 2012. This year's party, as last year's, will be invite-only, catering to athletes, stars, and high rollers. Featured performers scheduled for 2012 are still TBD, but 2011 featured Kid Rock and Rev Run. Other past live performances have included Ne-Yo, Keri Hilson, Ludacris and Ciara who all put on a great show in front of notable guests such as Spike Lee, Josh Duhamel, LaDainian Tomlinson, Michael Bay, and many other figures from sports and the big screen. In 2010, Grammy Award winner Wyclef Jean performed and celebrity DJ Samantha Ronson was spinning throughout the night along with ESPN analyst and special guest DJ Marcellus Wiley. Celebrity sightings included Jason Witten, Jordin Sparks, Evander Holyfield, Kevin James, Joel Madden, Benji Madden, Lil Wayne, Alyssa Milano, Stacy Keibler, Donovan McNabb, Vinny Testaverde, Tiki Barber, and many more high-profile stars.



### Playboy Super Party – 2011 featured Live performances by Snoop Dogg & Warren G

Friday, February 3

Bud Light Hotel, Downtown Indianapolis

Once again, Playboy will roll out the red carpet for their Super late Night Party. Playboy consistently manages to create the most sought-after party of Super Bowl weekend. As in the past, the streets will be lined with stretch limousines and high profile celebrities and playmates who always gather for this star-studded event. Playboy delivers a sexy and decadent experience for partygoers perfectly suitable for mass mischief. This bash will blow you away with its multitude of inviting and fun-loving gorgeous vixens dancing all throughout the venue. A creative and classy presentation of the food, cocktails, and music throughout the evening will top it off. Most celebrities choose not to miss this giant bash including: Holly Madison, Bridget Marquardt, Kendra Wilkinson, Vernon Davis, Kevin Dillon, Kevin Connolly, Alyssa Milano, Kevin Sorbo, Common, Tiki Barber, Kyle Boller, Regina King, Willie Gault, Franco Harris, Tom Arnold, Christopher Mintz-Plasse ("McLovin" from "Superbad"), Grady Sizemore, Heroes' Milo Ventimiglia, The Hills' Audrina Patridge and Lauren Conrad. Even Hugh Hefner is planning on attending. Past featured performers have included Snoop Dogg and Black Eyed Peas... and celebrity DJ Nick Cannon left no top dance hit unspun. The event includes gourmet hors d'oeuvres, open premium bar, and live headline entertainment. This party deserving of the ultimate award: for combining all the best aspects of a Super Bowl party under one roof. Since words can't express the magic that is the Playboy Super Bowl Party, you'll just need to come find out for yourself. We have your access!



### DirectTV Celebrity Beach Bowl...2011 featured live performance by Maroon 5

Saturday, February 4 @ 12:30pm • Victory Field, Downtown Indianapolis

DIRECTV Celebrity Beach Bowl is the must-see match-up of Super Bowl weekend. There are no beaches in the Indianapolis, but Direct TV is bringing their own beach to Indy. A magnet for national media attention, the Beach Bowl has become a premier event – broadcast to nearly 100 million viewers live and simulcast on two networks. Over 30 celebrities and professional athletes will storm the beach, setting the stage for a media frenzy. A who's who of entertainment will face off in a no-holds-barred flag football game - going head-to-head in front of millions of passionate viewers. Immediately following the game and trophy presentation, and a post-game concert will fill the beach with die-hard fans for an unforgettable performance. 2011 performance featured Maroon 5. Last year's event was hosted by Dan Patrick and Eli Manning and Mark Sanchez were the celebrity coaches. Past participants have included Jennifer Lopez, Taylor Lautner, Marissa Miller, Warren Moon, Rich Gannon, Eddie George, Merril Hoge, Mark Schlereth, Desmond Howard, Daryl Johnston, Chace Crawford, Ed Westwick, Kellan Lutz, Nancy O'Dell, Brian McKnight, Michael Clarke Duncan, The Wayans Brothers, Olivia Munn, and Jessica Szohr. It's an afternoon full of action, sand, live music and super fun from the best of the football and entertainment world. The Beach Bowl has become one of Super Bowl weekend's hottest events.



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