



FOR IMMEDIATE RELEASE

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CANADA'S LARGEST ROCKSTAR HOTEL PARTY SET TO STORM CALGARY THIS SATURDAY

The infamous Rockstar Hotel takes over Hotel Arts the night before the 2008 Juno Awards

Calgary, AB—Canada's exclusive rockstar party is less than a week away from taking-over Calgary's hippest hotel, **Hotel Arts**, for the 2008 Juno Awards weekend. The event will go down this Saturday, April 5th at Hotel Arts, 119-12th Avenue SW. Doors open at 11 pm and the party continues until breakfast. **Hotel Arts has been bought-out top-to-bottom**, including the outdoor patio and pool, in order to put on an exclusive party worthy of the music artists and industry looking to unwind during the Juno Awards weekend.

The **Pink Mafia** produced music programming includes performances by **Smalltown DJs**, **VND/LSM**, **Nasty Nav** and **Fierce Helder**, plus other surprise celebrity sets. Live remix artists, **Keys and Krates**, presented by **Red Bull**, will perform by the Hotel Arts pool. Music artists and celebrities will receive gifts in gifting suites from **adidas Originals**, **Fido**, and **Fred Perry**. Other sponsors of the event include **Heineken**, **Dose.ca**, **E!**, and **Resource Integrated**.

Fido will be connecting guests all over the party with wireless video calling on the new Samsung a736 handset. **Video calling** is one of the many features of the **Fido 3G high-speed experience**.

A select number of rooms are still available at the hotel. Rooms for the Friday through Sunday nights can be purchased from Hotel Arts and room bookings will include access to the Saturday night Rockstar Hotel party. Exclusive room rates are **\$189 per night for a Studio Room**, **\$199 per night for a Luxury Room**, and **\$249 per night for the Luxury King Suites**. Rooms will be sold on a first-come-first-serve basis. Contact Jody Wheadon at 403-266-7679 to book.

This event is a follow-up to 2007's Rockstar Hotel parties held at Hotel Senator in Saskatoon the night before the 2007 Juno Awards and at the Gladstone Hotel in Toronto the night before the 2007 Much Music Video Awards. Past guests have included **Hilary Duff**, **Maroon 5**, **The Used**, **The Tragically Hip**, **Alexisonfire**, and **Billy Talent**.

Rockstar Hotel is by invite only with a strict guest list enforced at the door. rockstarhotel.ca

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About District Lifestyle Marketing:

District Lifestyle Marketing is a North American metropolitan lifestyle marketing agency that assists lifestyle brands in reaching discerning clientele with elite brand experiences. District has offices in Toronto and L.A. and is a member of the Y Syndicate group of companies. thisisthedistrict.com

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