



FOR IMMEDIATE RELEASE

April 7th, 2008

JULY BLACK, BEDOUIN SOUNDCLASH, KALAN PORTER, THEORY OF A DEADMAN, BELLY, ILL SCARLETT, AND DION PHANEUF PARTY ALL NIGHT AT THE ROCKSTAR HOTEL
Over 1,100 people experience Rockstar Hotel presented by adidas Originals, Fido and Hotel Arts

Calgary, AB—Canada's biggest **Rockstar Hotel** party, produced by Toronto's **District Lifestyle Marketing**, stormed **Hotel Arts** with more than a thousand people on Saturday night and into the wee morning hours of Sunday, April 6th, before the 2008 Juno Awards. The lobby, pool, **Raw Bar** and second floor VIP party hosted hundreds of hipsterati elite in a hotel take-over, reminiscent of the 1970s Chateau Marmont scene.

Guests were blown away by the **Fido 3G high-speed experience** that connected four different areas of the hotel with video calling on the new **Samsung a756** handset. Celebrities from the second floor VIP party waved to guests in the lobby.

After a manicure in the **Urban Nail & Spa** room, each of the 200 VIP guests cleaned up with more than \$500 in swag from **adidas Originals** and **Fred Perry** as well as a Samsung Bluetooth headset by Bang & Olufsen courtesy of Fido. Hundreds of people could be seen leaving the hotel in the middle of the night with their adidas Originals retro gym bags filled with gifts. Many artists on the Juno Awards red carpet the next day were sporting their fresh adidas Originals kicks.

Pink Mafia produced music sets from **Smalltown DJs, VND/LSM, Nasty Nav** and **Fierce Helder** rocked three different DJ booths throughout the hotel...but the big surprise was when **Eon Sinclair** from **Bedouin Soundclash** jumped on the tables and started spinning at 3 AM for the second floor VIP party.

Red Bull's synchronized swimmers in heels swam in the Hotel Arts pool, while live remix band, **Keys and Krates**, went off for a huge crowd in the ballroom.

On a room on the second floor, **Jully Black** and her band surprised the party by jumping on the mic in the **Long & MacQuade** jam room to belt out some R&B jams.

Other sponsors of the event included **Heineken, Dose.ca, E!**, and **Resource Integrated**. E! will air a segment on Rockstar Hotel on E! Weekend on Friday, April 11th at 7:30 Eastern.

"This was our largest Rockstar Hotel event to-date" says District's Director of Lifestyle Marketing, Christina Verdurmen. "We had so many RSVPs for the event that we had to make last minute changes to our plans and open the Hotel Arts ballroom to accommodate the more than 1,100 industry guests, music artists and tastemakers who showed up to party."

Event photos can be viewed at rockstarhotel.ca/calgary2008.

The next Rockstar Hotel will be June 19th at the Gladstone Hotel in Toronto, the night before the 2008 MuchMusic Video Awards. rockstarhotel.ca

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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