

Brenden
T H E A T R E S

PALMS
A MALOOF CASINO RESORT
WWW.PALMS.COM
LAS VEGAS, NEVADA

LAS VEGAS HOLLYWOOD
LVH
ENTERTAINMENT

FOR IMMEDIATE RELEASE
Thursday, October 8, 2009

*****MEDIA ALERT*****

***JOHNNY BRENDEN TO HONOR JOSEPH JACKSON &
FAMILY WITH BRENDEN CELEBRITY STAR***

***Special Screening of "Michael Jackson's This Is It" Film to Follow Ceremony
Hosted by Joseph Jackson***

Public Showings of "Michael Jackson's This Is It" Begin Tuesday, October 27

***LVH Magazine to Launch Special Commemorative
Limited Edition with Exclusive Joseph Jackson Interview***

WHAT: Johnny Brenden will present his Brenden Celebrity Star to **Mr. Joseph Jackson & Family.**

WHO: Joseph Jackson (Patriarch of First Royal Family of Music)
Brenden Theatres Corp President & CEO, **Johnny Brenden**
Palms Casino Resort President & CEO, **George Maloof**

Hosted by Robin Leach
Introduction by Jerry Olivarez,
Executive Director Public Relations, Brenden Theatre Corp

WHEN: Tuesday, October 27, 2009
6:30 p.m. – Press check-in
7:30 p.m. – Brenden Celebrity Star Dedication Ceremony
9:00 p.m. – Special Screening of "Michael Jackson's This Is It"

Hosted by Joseph Jackson with invited VIPs, family members and celebrities.

- more -

Public showings follow. For show times & ticket information visit www.brendentheatres.com or call (702) 507-4849.

10:30 p.m. -- Official Opening Night Release Party, MOON Nightclub featuring the music of Michael Jackson. General admission applies.

WHERE: Brenden Theatres & IMAX® Theatre Lobby
Palms Casino Resort
4321 Flamingo Rd., Las Vegas, Nevada

DETAILS: LVH Magazine's Special Commemorative Edition will feature Mr. Joseph Jackson on the cover of the publication. In an exclusive interview, Jackson shares never before revealed information that will enlighten the world about his life and his family – their past, present and his vision for the future. Also featured will be shared stories and memories about Michael Jackson including an exclusive interview with cinema owner icon Johnny Brenden. The special LVH Magazine issue will be released and distributed in conjunction with the red carpet event and Brenden Celebrity Star dedication ceremony to Joseph Jackson & family. www.lvhmagazine.com

About Joseph Jackson:

Joseph Jackson was born on July 26, 1929 in Fountain Hill, Arkansas. Settling in Gary, Indiana, Jackson, a former boxer, worked full-time as a crane operator at Gary's U.S. Steel company. In the early 1960's, he discovered that his three eldest sons, Jackie, Tito and Jermaine, had musical talent and by 1967 the Jackson 5 (now including Marlon and Michael) turned professional and signed to Motown Records becoming international recording stars soon thereafter. Throughout his life, Jackson helped shape and guide all his children's musical careers (later LaToya, Janet and Rebbie) and at times serving as their manager, teacher, mentor and sometimes simply as their father. Because of his contributions to developing these superstars of music, he became known as the patriarch of the Jackson Family, the first royal family of music.

“Michael Jackson’s This Is It” film directed by Kenny Ortega, Jackson’s longtime collaborator, draws on hundreds of hours of footage as the King of Pop prepared for a London concert series he was rehearsing prior to his passing in late June 2009. Brenden Theatres at the Palms will feature a variety of Michael Jackson related activities throughout the opening week. Michael Jackson’s United Nation International Fan Club will be on hand to accept canned food donations on Friday and Saturday as well as display memorabilia and feature tribute artists. For more information visit www.brendentheatres.com.

About Brenden Celebrity Star

Following in the tradition of his grandfather, movie pioneer Ted Mann, once owner of the Mann’s Chinese Theatre in Hollywood, Johnny Brenden created the Brenden Celebrity Star which are placed in the lobby of his theatre located inside the Palms Casino Resort. Celebrities who have received Brenden Celebrity Stars include actress Rhonda Fleming, Dennis Hopper, Sylvester Stallone, Cuba Gooding, Jr., Hugh Hefner, sports legend Shaquille O’Neal, singer Kid Rock, actor Dwayne Johnson, actor Dean Cain, actor Clifton Collins, Jr., Robin Leach, George Maloof, and Michael Jackson, among others.

News media coverage requested on the red carpet at the Brenden Celebrity Star unveiling.

Unfortunately press will not be able to be accommodated at the film screening.

Press credentials will be required for this event. Please RSVP to:
jgirouard@brendencorp.com.

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