

## Venue of Scottsdale Celebrity Super bowl Party Coverage for Hearts & Helmets (1/30/08), Vice-The Party (2/1/08) and Penthouse Desire (2/2/08)

---

The following is a sample of the media coverage of the Hearts & Helmets (1/30/08), Vice-The Party (2/1/08) and Penthouse Desire (2/2/08) parties that were at The Venue of Scottsdale (The Venue). It is estimated that a total of 132 media outlets covered the events in the international, national and local markets.

Dee Ann Deaton represented the Venue and assisted with story pitching (*mainly local press coverage*), pre-event media/ interview coordination, event photography management, red carpet/event press management and story follow-up reports for all three events. Dee Ann also wrote, produced and negotiated/coordinated licensing and media buys for the Venue of Scottsdale Commercial which aired on E!, VH1, ESPN ESPN2, NFL and the Discovery channels.

The following are VMS, print and online search results for the international, national and local coverage received. *Note: Story coverage summary inserts were provided by VMS and grammatical errors have not been edited due to quote integrity. Also due to the extensive press coverage: the following does not represent all press that covered the events.*

---

### National/International Press

1. **United Press International** - Jan 24, 2008, SCOTTSDALE, Ariz., Jan. 24 (UPI) Anderson, Marion to host poker , tournament -- Canadian sex symbol Pamela Anderson and NBA star Shawn Marion are set to preside over a pre-Super Bowl charity poker ...  
[http://www.upi.com/NewsTrack/Entertainment/2008/01/24/anderson\\_marion\\_to\\_host\\_poker\\_tournament/8367/](http://www.upi.com/NewsTrack/Entertainment/2008/01/24/anderson_marion_to_host_poker_tournament/8367/)
2. **The Canadian Press** - Jan 19, 2008 [Phoenix preening and eager to show off in its role as Super Bowl host](#)
3. **Larry King Live** - 02/01/08 and rebroadcasted on 02/02/2008 -00:00:46 Snoop Dogg Interview/Penthouse Desire Show, Snoop Dogg: Larry King and Calvin Broadus aka Snoop Dogg talks about reality, Fatherhood, politics and more. Snoop Dogg is supposed to be hosting the 2008 Penthouse Desire Super Bowl party in Scottsdale.... 00:08:25
4. **Extra Syndicated TV (---) National, 02/02/2008, 6:00 PM - 07:00 PM**; Parties: ... V; Hollywood sign, Paris Hilton, Pam Anderson, Diddy, Paris, Pam and Diddy are all hosting their own Super Bowl parties. ...Pamela Anderson will be at the Hearts and Helmets charity event... Carlos Diaz reporting. 00:36:36
5. **ESPN**, Super Bowl tid bits Hearts and Helmets, 5:30 p.m., The Venue of Scottsdale: Pamela Anderson and Shawn Marion are hosting this party and poker tournament. ...  
[sports.espn.go.com/espn/page2/story?page=superbowl/news/Wednesday](http://sports.espn.go.com/espn/page2/story?page=superbowl/news/Wednesday)
6. **Forbes, NY** - Jan 31, 2008 [Star Power Fuels Super Bowl Parties](#),
7. **Eyewitness News This Morning WABC-TV CH 7 (ABC) New York, 02/03/2008, 07:00 AM - 08:00 AM and 09:00 AM - 10:00 AM** [CC] 00:57:02 > Reporter: As were you sitting at home, well, this was going on here in the Phoenix area. The final super bowl party, the penthouse party the playboy party, ... 00:58:25
8. **MSNBC, Thurs., Jan. 31, 2008**, Battle for best star-studded Super Bowl party
9. **eTalk Daily, CTV (---) National Canada, 01/31/2008, [CC] 00:03:20** Well last night the parties got started. Pamela Anderson hosted a charity poker tournament and only I was there. Pam says she will do it for two. Wearing a sexy white dress the Canadian star arrived at the hearts and helmets fundraiser financially late. Who is going to win the superswhol. I don't know. 00:04:52
10. **CTV News, CFTO-TV CH 9 (CTV) Toronto, 01/31/2008 [CC] 00:23:50** Danielle: we're hanging with Pamela Anderson and super bowl celebrations kick off. That and your top entertainment headlines right now... sexy Pamela Anderson arrived in style at the hearts and helmets event. Pam, you're hosting this poker event. Tell me, what's the craziest thing you've tossed in a pot? I don't think that can be answered on television. Danielle: we'll have more from the super bowl celebrations and all the day's top entertainment... 00:25:27
11. **Fox Business Network (---) National, 02/01/2008, 05:00 PM - 06:00 PM** Penthouse desire Party, Fox Business Happy Hour
1. **CBS Money Watch, 1/24/09** "Snoop and the Penthouse Pets equals a 'Sensual Seduction' that's gonna be the Life of The Party. We gonna be poppin' bottles at The Venue of Scottsdale on ...
12. **Kiplinger.com**, Hearts & Helmets, Pamela Anderson's & Shawn Marion's Celebrity Party & Charity ... The Venue of Scottsdale, 7117 E. 3rd Avenue, Scottsdale, Arizona 85251 ...
13. **Washington Post**, 1/26/2008 9:06:55 AM: Anderson, Marion to host poker tournament (United ...  
[www.washingtonpost.com/ac2/related/topic/Pamela+Anderson?tid=informline](http://www.washingtonpost.com/ac2/related/topic/Pamela+Anderson?tid=informline)
14. **Boston Globe Newspaper, United States - Feb 1, 2008**, Penthouse is a relative newcomer to the Super Bowl party scene, but its bash tomorrow at the Venue of Scottsdale is proving to be a tough ticket - even at ...
15. **Biz Bash Toronto, 01.30.08** Super Bowl XLII: Who's Going Where,  
<http://www.bizbash.com/toronto/content/editorial/e9708.php>
16. **Herald Tribune** [Celebrities fill parties on eve of Super Bowl](#)

17. **Screen Magazine** - Feature - Super Bowl XLII: MSL Sports ... This year's Penthouse Desire SuperParty will be held on Saturday, February 2nd at The Venue of Scottsdale, in Scottsdale, Ariz. ...  
www.screenmag.com/feature.aspx?fid=2197 - 87k
18. **Miami Herald Newspaper**, FL - Jan 26, 2008, OFF THA CHAIN? E! reality TV star and hip-hop artist Snoop Dogg ... Snoop Dogg hosts the 2008 Penthouse Desire SuperParty on Feb. 2 at The Venue of Scottsdale nightclub. "At the Penthouse Party last year in MIA, ...
19. **Biloxi Sun Herald, USA - Jan 23, 2008**, MSL Sports and Entertainment To Produce the Penthouse Desire ... We gonna be poppin' bottles at The Venue of Scottsdale on Feb 2nd so come check out that Bigg Homey! Ugotz2doit - chuuch!!  
"When the Penthouse Desire ...
20. **News Daily**, 1/24/08 <http://newsdaily.com/Entertainment/UPI-1-20080124-19093100-bc-us-pamanderson.xml>
21. **Houston Chronicle, United States - Jan 17, 2008**, Phoenix eager to show off its attractions Other hot tickets include Playboy's Super Saturday Night Party at Rawhide Pavilion in Scottsdale and the Penthouse Desire Super Party at Venue of Scottsdale ...
22. **Louisville Courier Newspaper -Journal - Jan 27 2:57 AM**, Phoenix pulls out all stops for a Super time ,
23. **The Pantagraph (daily newspaper that services eight counties and more than 60 communities in Central Illinois) - Jan 26 10:28 PM** Phoenix eager to show off Super Bowl host role,
24. **Rockford Register Star Newspaper**, Penthouse magazine will have its Penthouse Desire SuperParty on Saturday at the Venue of Scottsdale. Snoop Dogg will be the headliner
25. **San Jose Mercury News** - Star power fuels Super Bowl parties [www.mercurynews.com/celebrities/ci\\_8131192](http://www.mercurynews.com/celebrities/ci_8131192)
26. **Deseret Morning News | Super city: Phoenix hopes Big Game will ... the Penthouse Desire Super Party**, at Venue of Scottsdale [www.deseretmorningnews.com/article/1,5143,695246283,00.html](http://www.deseretmorningnews.com/article/1,5143,695246283,00.html)
27. **Press of Atlanta City**, Star power fuels Super Bowl parties SCOTTSDALE, Ariz. (AP) - There's a battle royal brewing in Arizona that has little to ... Vice the Party will star Timbaland. Maxim will feature a surprise  
...[www.pressofatlanticcity.com/entertainment/tv/story/7532560p-7434874c.html](http://www.pressofatlanticcity.com/entertainment/tv/story/7532560p-7434874c.html)
28. **WCities Destination Guide**, Feb 1st, 2008 The Venue of Scottsdale is an exciting and original place to have an event.  
... Super Bowl Vice the Party Purchase tickets for: [www.wcities.com/en/record/267,321472/591/record.html](http://www.wcities.com/en/record/267,321472/591/record.html)
29. **Cape Cod Times Newspaper- Jan 26 11:07 PM** Arizona serve up itself for Super Bowl revelers ,
30. **Seattle Times Newspaper - Jan 22 2:05 PM** Playing in Phoenix: Concerts, parties and more for the Super Bowl,
31. **Florida Today Newspaper - Jan 19 10:15 PM** Travel: Big game returns to Phoenix ,
32. **Louisville Courier-Journal - Jan 27 2:57 AM** Phoenix pulls out all stops for a Super time
33. **The Pantagraph - Jan 26 10:28 PM**, Phoenix eager to show off Super Bowl host role
34. **The Charlotte Observer - Jan 23 12:04 AM**, Phoenix eager Super Bowl host
35. **Seattle Times - Jan 22 2:05 PM** Playing in Phoenix: Concerts, parties and more for the Super Bowl
36. **Florida Today - Jan 19 10:15 PM** Travel: Big game returns to Phoenix
37. **Orange County Register - Jan 30 12:06 PM**
38. **The Fayetteville Observer, North Carolina's newspaper - Feb 02 9:10 PM** [A super host](#)
39. **Orlando Sentinel Newspaper**, Getting the party started: Inside Super Bowl's most exclusive ...  
[www.orlandosentinel.com/entertainment/orl-bk-superbowl013108,0,7020592](http://www.orlandosentinel.com/entertainment/orl-bk-superbowl013108,0,7020592).
40. **Daily Herald and Central Western Daily**, Poker has become a big deal () | Online Poker Fireplace poker could be crucial piece of puzzle Anderson, Marion to host poker tournament (EARTHtimes.org)
41. **News Daily: Sport / Sports Event-Anderson, Marion to host poker tournament (7:08 pm)** -- Canadian sex symbol Pamela Anderson and NBA star Shawn Marion are set to preside over a pre-Super ...  
[newsdaily.com/sport/sports+even](http://newsdaily.com/sport/sports+even)
42. **Excite UK - News Search - Results for: video+music**<http://movie.moldova.org/stiri/eng/90178/> · Anderson, Marion to host poker tournament Found 3 days ago Canadian sex symbol Pamela Anderson and NBA star ...  
[www.excite.co.uk/search/news/results?hits=10&q=video%2Bmusic&qid=09e8eb4e92963439a2bf6a860180c91a](http://www.excite.co.uk/search/news/results?hits=10&q=video%2Bmusic&qid=09e8eb4e92963439a2bf6a860180c91a)
43. **Fox Sports Southwest Schedule, Fox Sports Southwest (---) Dallas/Fort Worth, Aired 2/01/ 2008 and 02/02/2008**, 07:30 PM - 08:00 PM ...Well, you can have super bowl chap and get allinds of analysis all over the place at radio row as you've seen or you can go to super bowl parties like Pam Anderson and Shawn Marion's case. They had a poker tournament and a charity party and we were allowed to be there. This whole segment's been quarterbacked anyway and we found another one. Former chief of Seahawks, he is a cool guy and he's not afraid to mix it up with us media types like me and Kenny. What are you doing here? Oh my gosh, this is just the start of it. Yesterday was a little bit. Today I went out to the desert with Kenny, we got on a horse. We blew up a tire and it's going to be on NFL countdown. Tournament tomorrow, then another poker tournament, 50 cent, going to see him... Next up on rodeo ford dfw sports beat; we'll show you what really happened with Shawn Marion and Pamela Anderson's poker tournament and charity event. Lots of things going on there plus we'll check with all the celebs and get their picks on who's going tin super bowl xliii... 00:23:58

44.

---

## AZ Print Press

45. **CBS 5 Phoenix - Jan 21 10:42 AM, Jan 20 7:57 PM and Jan 20 6:27 AM** Super Bowl Goes 'Green' For Big Game
46. **Arizona Daily Star - Jan 26 11:26 PM**, Scottsdale ready for Super Bowl parties

47. **The Arizona Republic, Jan. 2, 2008** 10:50 AM, Scores of Super Bowl parties on tap Coors Light will sponsor Vice the Party (unaffiliated with the magazine) at the Venue of Scottsdale on Feb. 1. Promoters point to Miami's headliner this ... [www.azcentral.com/news/articles/0102sr-super0103banner-ON.html](http://www.azcentral.com/news/articles/0102sr-super0103banner-ON.html)
48. **Arizona Republic Newspaper, Jan. 20, 2008** 12:00 AM Celebs host golf tournaments, Hearts & Helmets Poker Tournament *Baywatch* babe Pamela Anderson and Phoenix Sun Shawn Marion hope to raise \$1 million for a variety of charities at this star-studded poker party. There will be auctions and prizes including Super Bowl tickets, exotic vacations, even admission to Elton John's Oscar party.
49. **Arizona Republic, AZ - Jan 29**, Hawks bring bad memories Shawn Marion is co-hosting the "Hearts and Helmets" celebrity party and poker tournament tonight with Pamela Anderson at the Venue of Scottsdale, ...
50. **AZ Central.com, AZ - Jan 30, 2008** 1/31-2/28: Super Bowl events roundup Penthouse Desire SuperParty: 9 pm Feb. 2. Rapper Snoop Dogg highlights the party. Venue of Scottsdale, 7117 E. Third Ave., Scottsdale. \$1250. ...
51. **Arizona Republic Newspaper, 5:30 p.m. Jan. 30.** The Venue of Scottsdale, 7117 E. Third Ave. \$1,000 buy-in. 480-236-2237, [www.allinforacause.org](http://www.allinforacause.org). [www.azcentral.com/rsslinks/462231](http://www.azcentral.com/rsslinks/462231)
52. **AZ Central.com, AZ - Jan 30, 2008** 1/31-2/28: Super Bowl events roundup Super Bowl Party Scottsdale Arizona XLII 2008 Phoenix Super Bowl ... Venue Of Scottsdale Formerly Cajun House Grill 7117 East Third Avenue Scottsdale, AZ 85251 480-945-5150, vv Vice The Party ... [www.superbowlpartyhq.com/](http://www.superbowlpartyhq.com/) - 30k
53. **Arizona Republic Newspaper** - Jan 31, 2008, [Pam Anderson wows poker party...](#) as she joined Phoenix Suns Shawn Marion at the Venue in Scottsdale for Wednesday night's Hearts and Helmets Celebrity Party and Poker Tournament...
54. **East Valley Tribune** - Feb 03 8:34 AM
55. **East Valley Tribune Newspaper, AZ - Jan 26, 2008**, Scottsdale the epicenter for Super Bowl festivities Penthouse magazine will have its Penthouse Desire SuperParty on Saturday at the Venue of Scottsdale. Snoop Dogg will be the headliner. ...
56. **East Valley Tribune | Slideshow | Daily Arizona News for Chandler** ...  
... Jermaine Dye arrives Wednesday night to the Pamela Anderson and Shawn Marion's Hearts and ... Washington The Sun Devils host the Huskies at Wells Fargo Arena ... [www.eastvalleytribune.com/page/slideshow/948/32](http://www.eastvalleytribune.com/page/slideshow/948/32) - 16k
57. **Arizona Star Newspaper**, Scottsdale ready for Super Bowl parties | [www.azstarnet.com](http://www.azstarnet.com)®  
[www.azstarnet.com/sports/222411](http://www.azstarnet.com/sports/222411)
58. **Phoenix Newtimes** - The celebrity party and poker tournament, with Pamela Anderson and Suns' player Shawn Marion hosting, is sure to be a big draw, especially since proceeds...[www.phoenixnewtimes.com/superbowl/wednesday\\_super\\_bowl\\_parties](http://www.phoenixnewtimes.com/superbowl/wednesday_super_bowl_parties)
59. **Phoenix New Times - Jan 30** 1:34 PM Snoop and Diddy headline a cast of stars destined to steal the spotlight from Super Bowl XLII
60. **Phoenix New Times, AZ - Jan 30, 2008**, Where's the party? A quick guide to a dozen hot Super Bowl soirees  
Penthouse Desire Super Party: At Venue of Scottsdale. Featuring the Penthouse Pets and a performance by Snoop Dogg. Tickets cost \$1250 to \$1800. ...
61. **KTAR Radio, AZ - Feb 1, 2008** Super Bowl XLII Weekend Events
62. **Phoenix New Times** - Super Bowl - Parties - Clubs - Restaurants - Scottsdale ... No matter, Anderson's Hearts and Helmets party and poker tournament with local favorite Sun's player Shawn Marion is sure to be a big draw, especially since ...  
[www.phoenixnewtimes.com/superbowl/2008/01/will\\_kid\\_rock\\_or\\_tommy\\_lee\\_be.php](http://www.phoenixnewtimes.com/superbowl/2008/01/will_kid_rock_or_tommy_lee_be.php)
63. **Get Out Magazine**, Find a Super Bowl event that fits your budget | [GetOutAZ.com](http://GetOutAZ.com) Pamela Anderson and Phoenix Suns player Shawn Marion will host this party and poker tournament, which benefits multiple charities. ...  
[www.getoutaz.com/story/3439](http://www.getoutaz.com/story/3439)

---

## AZ Local TV Coverage

64. **12 News Super Bowl Access, KPNX-TV CH 12 (NBC) Phoenix, 01/31/2008** [CC] 00:13:24 Welcome back, everyone. Poker is the name of the game for Sean Marion. A lot of celebrities joining us last night. Let's get the scoop from our very own Jay Taylor we hit the red carpet hosted by Pamela Anderson and Sean Marion. I was invited to play in a charity poker tournament. Pamela Anderson queen of the red carpets, Olympic gold medalist. Young mc hoping to play his cards right. Sean Marion thrilled at the turnout. A competitive spirit. We are here with the next great cooking star. Tell us, what is it like to cook? It's really fun. I like it when I cook. What's your favorite dip to make? On-line cooking show. So excited Sean Marion's mom gave the red carpet another whirl. Inside. I went all in for charity too. But poker king playing for hours was Marion as the party raged around us. Tonight I'll be heading over to super Thursday. 00:15:51
65. **12 News Up Front, KPNX-TV CH 12 (NBC) Phoenix, 01/31/2008** 00:16:37 Hearts and Helmets: Pamela Anderson was present for the Hearts and Helmets party at Olive and Ivy. V; Pamela Anderson. V; Olive & Ivy. V; Penske truck. V; Matt Leinart. V; DirecTV logo. I; Nick Lachey, Party Co-Host, says he is expecting a great game, but it will be impossible to stop the Patriots at this point. V; NFL Experience. The Arizona Hispanic Chamber of Commerce was awarded 1,000 dollars from Coors to promote leadership development. 00:17:59
66. **12 News At Noon, 1/31/09, KPNX-TV CH 12 (NBC) Phoenix** [CC] 00:10:25 ...no longer than nine minutes Jennifer Vogel hung out with stars like Matt Leinart, Nick Lachey and got the exclusive with Pam Anderson inside her poker bash.

- Reporter: we started looking for the perfect dress. It's hard being me. Reporter: I find the one and it's off to party number one with some of Scottsdale's socialites. We're going to Pam Anderson's party. 00:11:26 [CC] 00:11:32 It's for daylight when we hit the red carpet for the poker tournament but inside the party was underway. We're inside Pam and certifyon, Shawn Marion party where celebrity poker is about to begin and you can get your very own autographed helmet for the New York giants for this silent auction. Reporter: before the lebs hit the tables, we got an exclusive look at the goods like this \$34,000 watch. I like the way that fits. Reporter: and from diamonds to stars, we run into several athletes like Boris Dee yawn and the host Shawn patient. I like it that. It's a good crowd. It's a good venue. Reporter: I didn't know you were good at poker. I didn't know either. Reporter: thank you for coming to Arizona. I was here once before but I was in jail. Reporter: where matt leinart's party is about to begin. As you cannot see on the red apartment is definitely appropriate for tonight. Welcome to the red carpet, how does it feel? I'm not much of a Hollywood guy but anything for my brother. What do you think of your party so investor. It's early but I was expecting a huge turnout and just thanking everybody for coming out to support my charities. Reporter: after a long night, this reporter is ready to turn in the glitz and glamour for some comfortable P.J.'s. Did look great on that red carpet didn't she. 00:12:51
67. **12 News at 10 PM, 02/02/2008- 00:04:26 Coors Party:** Coors is throwing a party before the Super Bowl called Vice... V; Scene of the Vice party. 00:05:27
68. **12 News At 10 PM, KPNX-TV CH 12 (NBC) Phoenix 01/30/08 00:09:04 Parties:** Celebrities are hosting parties all over the valley for the Super Bowl...Pam Anderson was at the Hearts and Helmets celebrity party and poker tournament. V; Anderson. Young MC and co hosts Shawn Marion were also there. V; Young MC, Marion. Retired NFL player OJ Taylor was in the poker tournament. V; Taylor. The event benefited the Shawn Marion Foundation and Brad Pitts Global Green USA Project. GR; event info. Fay Fredricks reporting. 00:12:53
69. **12 News Super Bowl Access KPNX-TV CH 12 (NBC) Phoenix, 01/30/2008. 06:30 PM - 07:00 PM [CC] 00:06:18** Back to you. Thanks. Thanks for the clarification, flag football. Exactly. Not another broken collar bone. Well for next season, o > another local celeb is mosing a big party. Phoenix sun all-star Shawn Marion a big time for a great cause. Jay Taylor has more on that. Reporter: I'm out here at the red carpet, waiting on Pamela Anderson and Shawn Marion, the host for tonight's hearts and helmets party and poker tournaments and hope all of the stars go all in for charity. I love poker. I play everyday. Enup to left hand. So, fitting. Reporter: Shawn Marion's first big ent is a charity poker tournament. Can't guarantee a win. Can't always control it. Reporter: son's teammates may give a run for the money. Five, six players on the am that play poker. Boy sitting out there, too, out there playing good. 00:07:11
70. **12 News Up Front, KPNX-TV CH 12 (NBC) Phoenix, 01/30/2008, 04:30 PM - 05:00 PM [CC] 00:24:15** Get ready for tonight's edition 12 news super bowl all access. Lots of stuff on tap, including the party of possibly the two best known bachelors around. Cards Q.B. Matt leinart and good buddy singer nick lachey and tonight's poker party with Pam Anderson and Phoenix suns star Shawn Marion and live to preparations for the big block party and show you everything that goes into throwing that huge party.
71. **Sports Tonight KPNX-TV CH 12 (NBC) Phoenix, 01/20/2008, 10:30 PM - 11:00 PM [CC] 00:11:54** Reporter: let's talk about the big game. The Shawn Marion Pamela around son party flash poker tournament. This is a way you can get contacts. Go on my website. It's for charity and it's going to my Shawn Marion foundation and the charity. So at the same time I think it's a great cause and I want everybody to come on and support it. Reporter: people can play poker with Shawn Marion. Who else? I said Pamela Anderson. I'm not telling nobody their names. Reporter: we'll make it's a secret. More people find out. We've got live entertainment. I know a lot of people, so it's easy to have a loof them. 00:13:00
72. **12 News At 10 PM KPNX-TV CH 12 (NBC) Phoenix 01/20/2008 10:00 PM - 10:30 PM 00:34:21 TZ;** Sports: >...I; Shawn Marion, Suns All Star Forward, discusses the trade rumors. V; Pamela Anderson and Shawn Marion's Celebrity Part and Charity Poker Tournament flyer... 00:42:53
73. **12 News Weekend Today KPNX-TV CH 12 (NBC) Phoenix 02/02/2008 08:00 AM - 09:00 AM [CC] 00:42:54** Nfl players from across the country showed at the venue of Scottsdale. They posed on the red carpet with special guests Pete Coor's himself. Sean Phillips of the chargers who came here for the red carpet event says he will not be watching the super bowl on Sunday. He says he refuses unless he's actually in it. [ Laughter ] 00:43:13
74. **Arizona Midday KPNX-TV CH 12 (NBC) Phoenix 01/18/2008, 01:00 PM - 02:00 PM 00:00:30** Party: NBA star Shawn Marion is planning a celebrity party for next months Super Bowl. The party is called Hearts and Helmets. I; Marion, Suns player and Hearts and Helmets host, talking about the party. I; Chris Parker, MIX 96.9, talking about Texas Holdem. I; Jeff Geller, Exec Dir All in For a Cause, talking about the event. 00:06:25
75. **12 News Up Front KPNX-TV CH 12 (NBC) Phoenix, 01/25/2008, 04:30 PM - 05:00 PM 00:06:52** Super Bowl Events: Hearts and Helmets will kick off, being hosted by Shawn Marion and Pamela Anderson of Baywatch. V; Clip of Arizona Midday. V; Shawn Marion. GR; Hearts & Helmets, Pam Anderson, Dinner with Shawn Marion, Elton John's Academy Awards Party. I; Shawn Marion, Hosting Charity Event, says it is for a great cause, and it will be fun. 00:08:14
76. **Fox 10 News @ Noon, KSAZ-TV CH 10 (FOX) Phoenix, 01/31/2008, 00:00:36** Super Bowl: Pamela Anderson and Shawn Marion also hosted a Celebrity Poker Tournament. V; Pamela Anderson. V; Budweiser Girls. V; Jordan Sparks. V; American Idol Contestants.
77. **Fox 10 News @ 6 AM, KSAZ-TV CH 10 (FOX) Phoenix, [CC] 00:25:28** Here is a big-time celebrity sighting. Pam Anderson. Pamela Anderson celebrity party in Scottsdale was held last night and she teamed up with Shawn Marion for a poker tournament for charity. Cardinal girls showed up. Matt leinart and Kurt Warner held their party there... 00:26:58
78. **Fox 10 News @ 5 AM, KSAZ-TV CH 10 (FOX) Phoenix, 01/31/2008 00:35:36** Red Carpet: Celebrities are in the area for the Super Bowl... Pam Anderson and Shawnee Merriam hosted a celebrity poker tournament...

79. **Fox 10 News @ Nine, KSAZ-TV CH 10 (FOX) Phoenix, 01/30/2008 00:00:27 TZ;** Red Carpet: Local Super Bowl parties are being held all week. V; Olive and Ivy exterior sign, where Matt Leinart's party is being held. Budweiser girls, Shawn Marion of Suns signing autograph. I; Kalliah Allen-Harris, Miss Black USA, comments on her choices for her charitable gift if she wins the celebrity poker tournament. I; Elaine Marion, Shawn's Mom, commenting on being nervous seeing the celebrities. I; Jamie Gold, commenting on being the WSOP Champion. I; Kurt Warner, commenting on not being the Hollywood type walking down the red carpet. I; Matt Leinert, commenting on not being very fashionable. Yetta Gibson reporting. 00:05:32
80. **Fox 10 News @ Nine, KSAZ-TV CH 10 (FOX) Phoenix, 01/30/2008 09:00 PM - 10:00 PM [CC] 00:01:37** Pam Anderson kicking things off earlier, hosting a celebrity poker tournament... Brian and I, my photographer, we have been all over Scottsdale tonight. First we started off at Shawn Marion's and Pam Anderson's party at the venue in Scottsdale. ... Now we're here where matt leinart's party has gotten underway. Mostly athlete are filing in tonight for his foundation that benefits children. Now if you're into athletes, if you're into celebrities, this is definitely the place to be. A lot of excitement on several red carpets tonight. The paparazzi were out. So were the girls. The Budweiser girls among thousands out with the stars tonight. All on the red carpet. Tonight at the venue in Scottsdale, this is Shawn Marion and Pam Anderson hearts and helmet foundation party. It's a charity poker tournament. And I knew it was going for a good because my charity of choice is the American diabetes association as well as juvenile diabetes research. 00:02:59
81. **Fox 10 News @ Five, KSAZ-TV CH 10 (FOX) Phoenix, 01/30/2008, 00:57:23 TZ;** Super Bowl: Recap. Keywords: Super Bowl, Fox 10, Phoenix, AZ, University of Phoenix Stadium, Sky Harbor Airport, Janet Napolitano, NFL Experience, Matt Leinart, Roger Goodell, Home Depot, Cerreta's Candy, Westgate Center City, Land Shark Lager sign. Pamela Anderson and Shawn Marion are holding their Hearts and Helmets event tonight in Scottsdale, AZ. V; Shawn Marion. I; Boris Diaw, Phoenix Suns Player, talks about the poker tournament. V; Bud Girls. PC; Shawn Marion, Phoenix Suns Player, talks about his event. Yetta Gibson reporting. 01:00:07
82. **Fox 10 News @ Nine KSAZ-TV CH 10 (FOX) Phoenix 01/25/2008 09:00 PM - 10:00 PM [CC] 00:40:03** ... And later that night, Pam Anderson and Shawn Marion are hosting what is being called hearth and helmet. It will benefit several charities. It will be at the venue of Scottsdale. And it will set you back about \$500. ... 00:41:37
83. **Fox 10 Arizona AM KSAZ-TV CH 10 (FOX) Phoenix, 01/31/2008, 08:00 AM - 09:00 AM 00:22:14 TZ;** Big Parties: The Penthouse Pets Aria(sp) Joanni(sp), Erica(sp) Ellison(sp) Hannah Hilton and Jamie Lynn, speak about a party on Saturday at The Venue in Scottsdale with tickets available at ThePenthouseSuperParty.com, Snoop Dogg. 00:26:59
84. **Fox 10 News @ Ten, KSAZ-TV CH 10 (FOX) Phoenix, 01/30/2008 00:02:15** Pam Anderson: Pam Anderson and Phoenix Suns player Shawn Marion partnered to host a charity poker tournament in Scottsdale today. V; Marion. GR; Super Bowl XLII logo. V; Elaine, Marion's mother. V; the Budweiser Girls. 00:02:32 Arizona Tonight, KTVK-TV CH 3 (IND) Phoenix, 01/30/2008 00:17:51 TZ; Pamela Anderson: Pamela Anderson attended Shawn Marion's Poker Tournament. V; Pamela Anderson, Shawn Marion's Poker Tournament. PC; Shawn Marion, Phoenix Suns player, says anything is possible. V; Marion's mother. 00:18:4
85. **Good Day Arizona, KTVK-TV CH 3 (IND) Phoenix, 01/31/2008 00:33:09** Chris Burman, ESPN Anchor, asks if we're ready for some football. Phoenix Sun starter, Shawn Marion and Pamela Anderson hosted a celebrity and charity poker tournament over the venue of Scottsdale. V; Shawn Marion and Pamela Anderson. I; Shawn Marion, Suns Center, says that he will have some fun...
86. **Good Morning Arizona At 5 AM, KTVK-TV CH 3 (IND) Phoenix, 01/31/2008, 05:00 AM - 06:00 AM 00:08:38** Celebrities: Dozens of celebrities were at The Venue of Scottsdale last night. V; Pamela Anderson. They attended Shawn Marion's Poker Tournament. Proceeds from the event go to charity. I; Marion, Phoenix Suns, says it would be nice to raise one million dollars. V; Aetna logos on red carpet. Olivia says Marion was on Good Day Arizona yesterday. 00:09:55
87. **Good Morning Arizona At 5 AM, KTVK-TV CH 3 (IND) Phoenix, 01/31/2008, 5:00 AM - 06:00 AM, 00:08:38** Celebrities: Dozens of celebrities were at The Venue of Scottsdale last night. V; Pamela Anderson. They attended Shawn Marion's Poker Tournament. Proceeds from the event go to charity. I; Marion, Phoenix Suns, says it would be nice to raise one million dollars. V; Aetna logos on red carpet. Olivia says Marion was on Good Day Arizona yesterday. 00:09:55
88. **Good Day Arizona KTVK-TV CH 3 (IND) Phoenix, 01/31/2008 11:00 AM - 12:00 PM 00:33:09** ... Phoenix Sun starter, Shawn Marion and Pamela Anderson hosted a celebrity and charity poker tournament over the venue of Scottsdale. V; Shawn Marion and Pamela Anderson. I; Shawn Marion, Suns Center, says that he will have some fun... 00:35:21
89. **CBS 5 Morning News, KPHO-TV CH 5 (CBS) Phoenix, 01/31/2008, 05:00 AM - 06:00 AM 00:40:01** Super Bowl Parties: Super Snake was out at some of the Super Bowl parties last night. V; Pam Anderson. Pam Anderson and Shawn Marion hosted the Hearts and Helmets Party. V; Marion jersey. V; Shawn Marion. Grant Hill and Nick Lachey attended the party. V; Hill. V; Lachey. Paris Hilton, 50 Cent, and Wyclef will be at the 944 Super Village tonight. P Diddy, Nick Lachey, Jimmie Johnson, Snoop Dogg, and Kid Rock will attend Axis-Radius Super Thursday. Mary J Blige and Maroon 5 will attend the Pepsi Smash Super Bowl Bash at the Jobing.com Arena. Super Snake is the Super Bowl correspondent. Marya Piani reporting. 00:41:33
90. **CBS 5 News At 6:30 KPHO-TV CH 5 (CBS) Phoenix, 01/30/2008, 06:30 PM - 07:00 PM 00:06:24** Jordin Sparks: Jordin Sparks is interviewed about her Super Bowl experience. V; Jordin. I; Jordin, says she grew up loving it. GR; Photos of Nick Lachey, Snoop Dog, Paris Hilton, P Diddy, Pamela Anderson. Pam Anderson will host poker party with Sean Marion. Jay Leno will appear at the Venetian. Supersnake reporting. 00:07:56
91. **CBS 5 News At Noon KPHO-TV CH 5 (CBS) Phoenix, 01/30/2008, 12:00 PM - 12:30 00 and 06:00 AM - 07:00 AM 04:01** Super Bowl: The Super Bowl will be held this weekend, and there are a number of parties being held in the local area. ... Pamela Anderson and Shawn

- Marion are hosting Hearts and Helmets at The Venue of Scottsdale. V; Anderson, basketball footage. ...Sarah Carlstrom reporting. 00:07:46
92. **CBS 5 News At 10 KPHO-TV CH 5 (CBS) Phoenix, 01/29/2008 10:00 PM - 10:35 PM** [CC] 00:16:03 .... The venue in Scottsdale Thursday night, Pamela Anderson. Shawn Marion's poker party. And then one that I think is going to be a really good one Saturday night, kidd rock, the block party. Can you imagine, Pamela Anderson right around the corner from kidd rock? ... 00:17:26
  93. **CBS 5 Morning News KPHO-TV CH 5 (CBS) Phoenix, 01/31/2008, 5:00 AM - 06:00 AM and 06:00 AM - 07:00 AM 00:40:26** Safeway Cares: Because Safeway Cares community calendar. GR; Mardi Gras Gala benefiting Epilepsy Foundation at The Venue of Scottsdale, [www.epilepsyfoundation.org](http://www.epilepsyfoundation.org). GR; Dancing With the Stars benefiting AZ Kidney Foundation at The Phoenician Resort, [www.azkidney.org](http://www.azkidney.org). 00:40:44
  94. **CBS 5 News At 10, KPHO-TV CH 5 (CBS) Phoenix, 01/30/2008, 10:00 PM - 10:35 PM 00:15:21** TZ; Super Bowl Parties: There are celebrity parties all over for the Super Bowl, including the Venue of Scottsdale and Olive and Ivy. V; Nick Lachey. I; Unidentified Woman says she would go to the Venue where Neo, Zoey Boey, Pamela Anderson. V; Parties. Reporter mentions Terrell Owens, Shawn Marion of the Suns, Pamela Anderson. Supersnake and Sean McLaughlin reporting. 00:17:55
  95. **CBS 5 News At Noon, KPHO-TV CH 5 (CBS) Phoenix, 01/30/2008, 12:00 PM - 12:30 PM 00:04:01** ...Pamela Anderson and Shawn Marion are hosting Hearts and Helmets at The Venue of Scottsdale. V; Anderson, basketball footage... Sarah Carlstrom reporting. 00:07:46
  96. **CBS 5 News At 10 KPHO-TV CH 5 (CBS) Phoenix, 01/29/2008, 10:00 PM - 10:35 PM 00:15:10** Super Parties: The city of Scottsdale is buzzing because of the Super Bowl parties... exterior Venue of Scottsdale, Pamela Anderson, Tab logos, game highlights of Shawn Merrian, Kid Rock, Pamela Anderson putting handprints in cement, Penthouse Desire poster. Supersnake reporting. 00:18:03
  97. **Arizona Midday Talk Show, KPNX-TV CH 12 (NBC) Phoenix, 02/01/2008** Phoenix Suns Shawn Marion along with Pamela Anderson had a charity fundraiser party. V; Anderson, Marion, courtesy 12 News...
  98. **ABC 15 News @ 10:00, KNXV-TV CH 15 (ABC) Phoenix, 01/30/2008, 10:00 PM - 10:35 PM 00:15:19** TZ; Party: The Shawn Marion Foundation is hosting a huge party for charity in Scottsdale. V; Pamela Anderson, Grant Hill. 00:15:51

---

## ONLINE Coverage

99. **Earth Times** Jan. 24, 2008 Canadian sex symbol Pamela Anderson and NBA star Shawn Marion are set to preside over a pre-Super Bowl charity poker fundraiser, organizers of the event said. The Hearts and Helmets party and poker tournament is slated to take place Wednesday at The Venue of Scottsdale in Scottsdale, Arizona. Expected to attend are players from the Phoenix Suns and San Antonio Spurs, celebrities, philanthropists and sports fans from all over the world, organizers said. The net proceeds from the event are expected to go to a dozen charities, including the National Police Activities/Athletic League, PETA, Brad Pitt's Global Green USA Project for Rebuilding New Orleans, the Cystic Fibrosis Foundation, Fournier Center for Empowerment, Free Arts of Arizona, ICAN International Center Advocacy Network, the Shawn Marion Foundation and others. <http://www.earthtimes.org/articles/show/178194,Anderson-Marion-to-host-poker-tournament.html>
100. **Yahoo News-online**, 1/24/08
101. **Political Gateway-online**, <http://www.politicalgateway.com/news/read/126763>
102. **Topix. Com-online** <http://www.topix.com/nba/phoenix-suns/2008/01/anderson-marion-to-host-poker-tournament>
103. **AZ Sports Hub-online**, 1/30/2008, <http://azsportshub.com/hearts-and-helmets-celebrity-party-and-charity-poker-tournament-january-30-2008/>
104. **News Vantage-** [http://www.newsavantage.com/per/p/wed/bh/Uus-pamanderson.RRYJ\\_IJO.html?day=Thu&yqy&q=sports.top](http://www.newsavantage.com/per/p/wed/bh/Uus-pamanderson.RRYJ_IJO.html?day=Thu&yqy&q=sports.top)
105. **Thomson Reuters**1/24/08, <http://www.reuters.com/article/pressRelease/idUS17169+24-Jan-2008+PRN20080124>
106. **World Casino Directory**, <http://www.worldcasinodirectory.com/pokertournamentnews.htm>
107. **DailyIndia.com** (Indian news source, a division of First Serve Media, LLC, and based in Jacksonville, Florida ) <http://www.dailyindia.com/show/210561.php/Anderson-Marion-to-host-poker-tournament>
108. Live Poker News Live Poker News, Anderson, Marion to host poker tournament (UPI)...[www.dream-builder.net/english/modules/xhld3/](http://www.dream-builder.net/english/modules/xhld3/)
109. **Poker, Serious News.com-** 1/25/08Anderson, Marion to host poker tournament - United Press International ... Canadian sex symbol Pamela Anderson and NBA star Shawn Marion are set to preside...
110. Pamela Anderson News, **Author : Margo Media** Earthtimes, UK - Jan 23, 2008, Recently, Marion launched his own Foundation. Hearts & Helmets, Pamela Anderson's & Shawn Marion's Celebrity Party & Charity Poker Tournament are expected to...
111. **WireImage: Listings** February 1, 2008 - Venue of Scottsdale Scottsdale, AZ United States ... LL Cool J and Alfonso Ribeiro perform at the Vice Super Bowl Party on February 1, ... [www.wireimage.com/GalleryListing.asp?navtyp=qIs====302077&ncb1=1](http://www.wireimage.com/GalleryListing.asp?navtyp=qIs====302077&ncb1=1)

112. **Scottsdale event calendar** and map events.mapchannels.com/index.aspx?town=10137, Super Bowl Events Super Bowl: Vice - The Party, Feb 01, 2008 TBA, The New Venue Scottsdale, AZ. Super Bowl Commissioners Ball, Feb 01, 2008 Fri 7:30 PM, Arizona Wing Caf Mus. ...www.showsearch.com/super-bowl-tickets.aspx
113. **New Times, Vice The Party Slide Show**,  
http://www.phoenixnewtimes.com/slideshow/index.php?gallery=37285&type=1&current=3
114. **Club zone**, Scottsdale - Arizona.com Vice Super Bowl Party www.clubzone.com/idealbb/view190331.html
115. **Yard Barker**, http://www.yardbarker.com/nfl/articles/Do\_It\_Up\_During\_Super\_Bowl\_Weekend/111588
116. **Moldova.org Rakeback** - Rake Rebate Refund - Cash Bonus - Prima Battlefield Poker Internet Poker Rankings Announces 2007 Internet Player of the Year Anderson, Marion to host poker tournament (Moldova.org)...www.bigrakeback.com/poker-sitemap.php
117. **Poker-prop.com**, NBA's Shawn Marion Goes All in For a Cause | poker-prop.net www.poker-prop.net/news/2008/01/shawn-marion-poker.html
118. **Poker Info Hub**: Poker Anderson, Marion to host poker tournament www.poker-info-hub.com
119. **Feedfury.com**, Anderson, Marion to host poker tournament Jan 24. Muzealny poker z Christianem Kerezem Jan 24 ... /content/11513354-anderson\_marion\_to\_host\_poker\_tournament.html
120. **Acne Information** Anderson, Anderson, Marion to host poker tournament - United Press International Marion to host poker tournament
121. **Poker online**: The Hearts and Helmets poker tournament – and the accompanying party – will be presided over by Baywatch babe Pamela Anderson and NBA star Shawn Marion. ... technorati.com/tag/Poker+online
122. **bradpitt.celebritiesblabla.com**, Brad Pitt Celebrity News Anderson, Marion to host poker tournament United Press International - 6 minutes ago The net proceeds from the event are expected to go to a dozen charities ...
123. **News Vantage**, January 24 - Top sports stories Anderson, Marion to host poker tournament (UPI) SCOTTSDALE, Ariz., Jan. 24 (UPI) -- Canadian sex symbol Pamela Anderson and NBA star Shawn Marion are set to ... www.newsvantage.com/perl/p/sports.top?day=Thu&yqy
124. **Dogpile News**, Anderson, Marion to host poker tournament ... Shawn Marion are set to preside over a pre-Super Bowl charity poker fundraiser, organizers of the event said. ... www.dogpile.com/dogpile/ws/redir/\_iceUrlFlag=11?rfcp=TopNavigation&rfcid=411&qcat=News&qkw=He
125. **Google News**, Anderson, Marion to host poker tournament ... www.kevo.com/profile/pamelaanderson
126. **MyUSTINET**, Anderson, Marion To Host Poker Tournament News Summary: Canadian sex symbol Pamela Anderson and NBA star Shawn Marion are set to preside over a pre-Super Bowl charity poker fundraiser, organizers of ... news.usti.net/newsstory/living.tv/2/wed/bh/Uus-pamanderson.RRYY\_LJO.html
127. **pamelaanderson.celebscentral.net**, Pamela Anderson pictures, photo and wallpaper gallery, news and gossip25 January 2008 Anderson, Marion to host poker tournament 24 (UPI) -- Canadian sex symbol Pamela Anderson and NBA star Shawn Marion are set to preside over ... /
128. **Day Life.com**, Pamela Anderson articles - Daylife Anderson, Marion to host poker tournament All 2 related articles
129. **Poker News** : Poker Alerts After 2 months in marriage, Pamela Anderson, who used to be a Baywatch babe... At the end of this month Shawn Marion will host a poker tournament for ... www.pokeralerts.co.uk/news-archive/poker-news/December\_2007.html
130. **Serchcelebrity.com**, Anderson, Marion to host poker tournament - United Press ... Anderson, Marion to host poker tournament United Press International - 19 minutes ago 24 (UPI) — Canadian sex symbol Pamela Anderson and NBA star Shawn... www.serchcelebrity.com/2008/01/25/anderson-marion-to-host-poker-tournament-united-press-international
131. **Southwestern States and Culture and Lifestyle News**, Anderson, Marion to host poker tournament External · United Press International +My News 5 Hours Ago: Canadian sex symbol Pamela Anderson and NBA star Shawn ... www.inform.com/Southwestern+States,Culture+and+Lifestyle
132. **MyUSTINET** Television and TV Series News Anderson, Marion to host poker tournament SCOTTSDALE, Ariz., Jan. 24 (UPI) -- Canadian sex symbol Pamela Anderson and NBA star Shawn Marion are set to ... news.usti.net/tvnews