

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
**3 DAY TRIPLE PLAY IN PARADISE**

**New Partnership Announced Between Beachfest Events & Gigi Rock Productions**

**JANUARY 11, 2010: ARIZONA/CALIFORNIA** – Beachfest Events and Gigi Rock Productions are delighted to announce a new event partnership for the upcoming GObeachfest event in November, 2010 on the Turks & Caicos Islands in the Caribbean. For the past 16 years, Beachfest Events has delivered unique sport and social events through GObeachfest and Volleyball Vacations. These events bring a variety of sports and entertainment professionals to the beaches of the United States, Mexico, and the Caribbean. Gigi Rock Productions coordinates high end, celebrity gifting, golf, and poker events infused into the infrastructure of marquee sporting events across the world. Beachfest Events and Gigi Rock Productions partner to enhance the upcoming GObeachfest program this Fall to provide a Celebrity Gifting, Golf Tournament, and Celebrity Poker component to this successful, multi-sport event.

“I am thrilled to partner with Gigi in any business capacity.” Says, Albert Hannemann (Al-B), President and Owner Beachfest Events. “She (Gigi) is well respected in the events industry. The addition of Golf, Poker, and a Gifting Suite component to our events will further secure our events as the best on the beach.”

“How could one go wrong with Al-B,” Gigi Rock, President and Owner of Gigi Rock Productions say this about her new partner, “his knack for business and flare for sports travel and events are spectacular. He’s very professional both on and off the courts and just fun to be around”. “I look forward to a long partnership with Al-B and Beachfest Events, the events we create together will be what every one is talking about and every one will want to play in.”

**About Beachfest Events:** Play & Party with the Pros. Beachfest Events focuses on introducing people to exotic and beautiful destinations while interacting and training with their favorite professional athletes, celebrities, and special guest speakers. Our mission is to provide an atmosphere where vacationers can train like Olympians during the day and party like rock stars at night. Beachfest Vacationer clientele includes individual active lifestyle, thrill seeking travel enthusiasts and Corporate Associations for team building company retreats. Events have produced over 64 successful celebrity sports and travel events over the past 16 years. The Caribbean Island Event to the Turks & Caicos Islands is the largest of these events. Albert Hannemann (o) 310-350-5512, (e) ALB@GObeachfest.com

**About Gigi Rock Productions:** Is a dynamic, full-service event and sports entertainment production company that produces projects for celebrities, corporations, non-profits and private individuals. We offer top quality events that are run and planned with a commitment to excellence. We insure that all aspects of our events are handled in a professional, responsible manner from the earliest planning phases, beginning from concept, to event planning development, to completion. We strive to provide memorable events, and we place no limits on event size or scope. Gigi Rock is the Owner and is well respected in the industry for sports entertainment and event management. Gigi is amongst a small number of female sports event management company owners that have successfully ventured into the world of entertainment and sports production. Gigi Rock – (o) 928-282-3049 (e) info@grockproductions.com

**CONTACT & INFORMATION** “3 Day Triple Play in Paradise” will take place November 11-13, 2010 in the Turks and Caicos Islands. **PLEASE DIRECT ALL MEDIA INQUIRIES TO ANNA PICCIONI (o) 310-406-6591 (e) ANNA@GObeachfest.com.**