

10th Annual Michael Jordan Celebrity Invitational Unveils Custom Designed VIP Gift Bag for Event at Shadow Creek

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LAS VEGAS, March 31, 2011 /PRNewswire/ -- The Michael Jordan Celebrity Invitational (MJCI) has custom designed a lavish gift bag for all participants in the **10th Annual Michael Jordan Celebrity Invitational** hosted by **ARIA Resort & Casino at CityCenter**. The tournament will be held at **Shadow Creek**, one of the country's most exclusive golf courses, for the first time in the event's history. The gift bag includes a wide variety of the latest high-end technology, exclusive fashion necessities and luxurious health and beauty products.

Founded in 2001, the MJCI is one of celebrity golf's most popular events and has raised more than \$5 million for charity. The four-day event and celebration, which boasts incredible parties, A-list entertainment and competitive golf, currently enjoys the reputation of being the best event of its kind. This year, entertainment and sports stars Larry David, Gabriel Aubry, Jerome Bettis, Stuart Scott, Brandi Chastain, Richard Dent, Paul O'Neill, Mike Piazza, Anthony Anderson, Maury Povich, Alan Thicke, Adrian Young and Anfernee "Penny" Hardaway join the growing list of celebrities scheduled to attend. This year's event beneficiaries include the Make-A-Wish Foundation, the James R. Jordan Foundation, Cats Care, the charity arm of the NBA's Charlotte Bobcats and Nevada Cancer Institute, as well as the participating celebrities' charities of choice.

GIFT HIGHLIGHTS INCLUDE (in alphabetical order):

Bailey Cosmetics has provided Bailey Cosmetics Mineral Kit, which includes products that give you a fresh, healthy-looking glow so people notice you, not your makeup! No parabens, bismuth oxychloride, talc, fragrance or nano particles. Simple, yet highly effective.

BIOQUE, the scientific skin care system that virtually halts aging in its tracks, is gifting the participants some of their key skincare products from their line, along with a gift certificate for an additional product. Bioque offers scientific skincare that works.

Body Conscience, an Eco-Luxe body care line, is gifting either their Body Balm a rich protective cream, deeply restorative, leaving you feeling soft and supple all over or their Body Veil Mist, a light dry oil deliciously scented with a blend of essential oils that absorb quickly, sealing in the benefits of the Body Conscience beauty ritual. Products are nut-free and suitable for all skin types, year round usage and effective for sun recovery.

Bosca is gifting their Tribeca Flight Attendant Leather Case. Blending style, functionality and elegance, Bosca is more than just accessories; it is a way of life.

Cirque du Soleil is gifting two tickets to Viva ELVIS by Cirque du Soleil. The new production pays tribute to the music and life of Elvis by fusing dance and acrobatics, live music and iconic tracks. The nostalgic show features distinct periods in Elvis' life.

EQ has created a limited edition MJCI EQ Bracelet. Developed by Bowen/ Advanced Reflexologist practitioner, Patrick Matthews, EQ products utilize holographic and negative ion technologies to help boost athletic performance. EQ fans far and wide have found harmony within themselves and the world around them by simply sporting EQ both during their workout and throughout their day.

Klhip is gifting their revolutionary nail clipper, which MJCI VIPs will actually look forward to using. Klhip reverse engineered the standard clipper, so you apply pressure right above the blade. The results? Better ergonomics. Effortless cutting.

Kobo eReader gives you book-quality printing with no backlight, glare or reflection on a 6-inch screen that makes reading easy. Now faster and easier to navigate than ever, browse and buy eBooks anytime, anyplace on the go.

Marchon is providing sunglasses from their designer eyewear collections.

Microsoft is gifting their Microsoft Wireless Mobile Mouse 4000 that comes in a variety of cool patterns. This sporty, stylish little mouse goes wherever you do. Its high-end features include a Plug-And-Go Nano Transceiver and Microsoft BlueTrack Technology which combines the power of optical with the precision of laser for remarkable tracking on virtually any surface.

Philips is gifting the VIP Participants Sports Headphones, constructed with waterproof materials and coupled with an anti-bacterial agent that helps kill germs. Additionally, Philips is gifting a Smart Phone Charger for iPhone, which allows the user to say goodbye to clutter and set up their system for effortless wireless charging!

Radius is gifting their Wood and Currency Source and Scuba Right travel-sized cases. RADIUS has created a toothbrush that is comfortable, enjoyable and effective. With a mass of very soft bristles, a large head for low

pressure brushing and a comfortable handle, this toothbrush lets you brush lightly and accurately.

Robert Graham is providing designer silk men's ties.

The Best of Everything is gifting 6 months of its Wish Fulfillment, Life Management & Lifestyle Enhancement Services. Whether you are looking for VIP access, help planning your five-star Luxury Safari or Island Escape or are hoping to widen your network and increase the power player list in your rolodex, The Best of Everything has you covered. After all, you deserve "The Best of Everything."

Twin Luxe is gifting a 'Shaving Skincare' Essentials Gift Set, which includes the TwinLuxe Booster Serum, Smooth Shave Cream and Soothing Face Balm. The TwinLuxe Essentials Gift Set is a must-have for every man.

Xikar is gifting a selection of cigar cutters. Dedicated to providing customers with the finest cigar cutters, all Xikar cutter blades are made of high-quality 440 stainless steel with an HRC of 57 and 54 ring gauge.

Xmi Pte Ltd, creators of the award-winning range of X-mini™ Capsule Speakers™, is gifting a selection of products that promise Sound Beyond Size. The popular X-mini™ Capsule Speakers™ line includes mono, stereo as well as multi-functional products compatible with a myriad of devices from laptops to mobile phones to portable media players so you can enjoy quality sound anytime, anywhere.

Zaca Patch is gifting a 2-pack of all-natural recovery topical patches infused with 11 organic ingredients. Zaca Patches allow you to enjoy feel-great mornings, clear-headedness and bright eyes.

Zirh, a leading worldwide manufacturer of men's skin care and shaving products, is gifting their newly launched REVERSE™ Anti-Aging Serum. REVERSE™ has a dual action formula that instantly transforms the surface look of pores, fine lines, and wrinkles and continues to moisturize and firm the skin, diminishing lines & wrinkles over time.

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