



**FOR IMMEDIATE RELEASE**

## **BDEntertainment to Perform at NBA All-Star Game**

**SAN FRANCISCO, Calif. – Feb. 3, 2005** - The “PHX Percussionists,” organized by performers and staff of BDEntertainment, have been selected to perform at the NBA All Star Game in Denver Colorado on February 20<sup>th</sup>. The 10- member drum ensemble was originally cast to perform for the opening game for the Phoenix Suns. The Phoenix Suns were thrilled with their performance and immediately booked the group for an additional seven games. The NBA held their mid season meeting in Phoenix January 9, 2005, the entertainment committee had a chance to see and hear the excitement and professionalism of the “PHX Percussionists” and shortly thereafter asked that they be apart of the All-Star Game celebration in Denver, CO.

In its first year of existence, BDEntertainment has exceeded all expectations and projections having employed some of the finest performers and creatives in the country. Working with production giants such as PGI and Jack Morton Worldwide as well as a variety of event planners, BDEntertainment has provided entertainment for clients, PeopleSoft, RJ Reynolds, SBC Long Distance, Bank of the West, Life Scan, Johnson and Johnson in addition to the NBA.

“They were phenomenal on every level - performance skills, responding to input and direction, and a pleasure to work with. They blew away four audiences,” said PGI Event Director, Leo Fitzpatrick after a performance for RJ Reynolds in Las Vegas, August 2004.

In May of 2004 BDEntertainment met with NBA Entertainment Director Felisa Isreal in Los Angeles to initiate a professional relationship with the NBA. Felisa Isreal and BDEntertainment immediately were in contact with all of the NBA teams. “We knew that BDEntertainment would be well received by the teams and the energy of the performers would fit perfectly in the NBA environment,” said David Gibbs CEO of BDEntertainment. Performing groups were placed with the New Jersey Nets, New York Nicks and Phoenix Suns with interest from many other NBA teams about a future collaboration with BDEntertainment. “The performers were terrific with high-energy. BDEntertainment has been big part of the Suns team and our success” said Kip Helt, Director of Game Operations for the Phoenix Suns. The All-Star Game is a great honor as BDEntertainment continues to broaden their relationship with the NBA. The NBA All-Star Game will be broadcast on February 20<sup>th</sup> at 8 p.m. ET on TNT

### **About BDEntertainment**

BDEntertainment was formed as an off -shoot of BD Performing Arts organization in February 2004 to provide pageantry entertainment to a variety of clients. BDEntertainment offers site-specific entertainment for corporate events, sales and motivational meetings, tradeshow and special events.

### **Contact**

Michael Turner  
415-254-6555  
mturner@bdentertain.com  
<http://www.bdentertain.com>