



## **Durkin Entertainment Rolled Out The Main Event Red Carpet Lounge**



Upping the ante in the Emmy Gift Lounge arena was the **Main Event Red Carpet Lounge** held at the **Friars of Beverly Hills**. The Friars is one of the classic Hollywood landmarks that was frequented by the likes of Frank Sinatra and the Rat Pack, and all the old Hollywood greats. It was the coolest spot in town on that day. As soon as guests hit the doors, the upbeat sounds provided by **DJ B-Loc** were heard pumping upstairs, calling everyone to the party.

With over 50 companies gifting celebrities, the many guests were invited to sing Karaoke or try their hand at **Guitar Hero** while B-Loc was doing live call-ins to KBER (101.1 FM) rock station in SLC,

Utah.

As this was the year of the environmental Emmys, the Main Event Red Carpet Lounge definitely lived up to the theme. The many eco friendly sponsors spread the "Green" love, as nowlive.com broadcasted a worldwide radio and video stream of the event. Even the celebrities' pets got in on the action, as they had their own green room where they could be pampered while their owners strolled through the lounge.

Aside from the top quality spa services, beauty products and jewelers displaying their goods, charities Invisible Children and spcaLA were on hand to remind celebrities and industry V.I.P.s that there's more to life than free stuff. Invisible Children ([www.InvisibleChildren.com](http://www.InvisibleChildren.com)) helps put an end to the abduction, brainwashing, torture and killing of children in Northern Uganda. SpcaLA ([www.spcaLA.com](http://www.spcaLA.com)) was originally formed to bring about positive strategic changes in the animal related and human welfare arenas. SpcaLA was the first to spay/neuter animals prior to adoption, conduct a violence prevention program for teens, offer a domestic violence program and create a disaster response program.

With celebrities such as Joe Mantegna, Mary-Louise Parker, Adrian Pasdar, Kevin Dillon, Nick Carter, William Shatner, Jerry O'Connell and Rebecca Romijn in attendance, the lounge was perfectly designed by **Grand Events** for an easy, fun vibe with tasty cocktails provided by **H.E.R Energy Drink, Patron Tequila and Mojito Island**.

### **thinkproducts**

One of the nation's largest independent natural nutrition bar makers, thinkproducts are wheat and gluten free and deliver powerful nutritional benefits. Founded by former fashion model Lizanne Falsetto, these products are all natural, convenient, great tasting, functional foods that fuel those striving to live a vitally full life, free of disease. Their products include high protein thinkThin, raw fruit and nut thinkOrganic and superfood-rich thinkGreen. Offering the nutritional benefits of their ingredients in the form of an easy to eat bar, thinkproducts are vegan and use raw unprocessed ingredients. Coming in Apricot Coconut, Cashew Pecan, Cherry Nut, Chocolate Coconut, Tropical Nut and Cranberry Apple flavors, thinkproducts stay away from using artificial ingredients and compounds found in many of today's best-selling bars.

[www.thinkproducts.com](http://www.thinkproducts.com)