

CONTACT: Cynthia p Dunne
480.538.8292/602.570.7828
Cynthia@FleurComGroup.com

FOR IMMEDIATE RELEASE

Ms. Rivers' Highly Anticipated Performance at Gila River Wild Horse Pass Casino Showroom

Joan Rivers Comes to Phoenix Sunday, June 28

NBC's Celebrity Apprentice Star is Runway Star of the Season

Tickets on Sale Monday, May 11 at www.ProTixOnline.com

Show to Benefit Southwest Center for HIV/AIDS

PHOENIX, Ariz. (June 10, 2009) – Joan Rivers, world-renowned veteran comedic genius, entrepreneur and runaway star of this season's *The Celebrity Apprentice* with Donald Trump on NBC, will appear at *Gila River Casino's Wild Horse Pass*, for an evening of her signature sarcastic humor, comedy, and conversation, Sunday, June 28, 2009, presented by R Entertainment Company of Scottsdale.

Ms. Rivers will be featured in the Wild Horse Pass Casino Showroom at 8pm, and the evening's show opener is Steve Ansel and the Jackson Street Band. Doors open at 7pm. Tickets are \$45, \$60 and \$80 and go on sale Monday, May 11, at 10 AM. Tickets to Ms. Rivers show are available at [wwwProTixOnline.com](http://www.ProTixOnline.com), or by calling **1.866.9ProTix (1.866.977.6849)**. Tickets are also on sale at the Wild Horse Pass gift shop.

Ms. Rivers show will benefit the Southwest Center for HIV/AIDS, the largest agency in the Southwest to provide the combined services of prevention, education, wellness, research and community alliances.

Ms. Rivers is the daughter of Russian immigrant parents, her fame took on meteoric speed back in 1965, after she appeared on the *Tonight Show* with Johnny Carson. Her material, antics and star power have remained ever fresh and relevant in a business defined by volatility. Indeed, Ms. Rivers is known to younger generations for her annually anticipated Academy Award Red Carpet celebrity fashion interviews, with daughter Melissa; as well as her luxurious jewelry line, a high-volume, award-winning, \$300 million-seller, regularly featured with Ms. Rivers herself on the QVC television shopping network.

- M O R E -

Joan Rivers Comes to Gila River Casino June 28/Page2

Ms. Rivers is widely admired for her chutzpah and high-energy persistence, no matter the task – especially impressive tenacity for one in their 70s. Most evident on this season's *The Celebrity Apprentice*, she has surpassed decades-younger competitors and, in fact, is a finalist in the closing three-hour episode Sunday, May 10, when she is pitted against show arch rival and poker champ, Annie Duke.

The Emmy-winning talk show personality, actress, best-selling author, writer, screenwriter and, of course, comedienne, has become an American icon, pioneering a comedic show style often irreverent and sardonic. Yet in personal interviews and even on *The Celebrity Apprentice*, as well as on QVC, she also reveals a personal demeanor that is unexpectedly gentle and sentimental.

###

About R Entertainment Company. R Entertainment Company is a national events booking, marketing and production company. R Entertainment Company books, produces and markets more than 200 events a year -- from American Expresses Chairman's events, Toby Keith, Jamie Foxx, and Queen + Paul Rodgers worldwide tour, to the Mormon Tabernacle Choir and BB King. R Entertainment Company is a full-scale agency offering marketing -- online and offline -- sponsorship sales, public relations, artist's representation and production. www.R-Entertainment.com

About Gila River Casino Wild Horse Pass. The mission of the Gila River Gaming Enterprises, Inc. is to generate income for the Community, to provide employment opportunities for the Community and to participate in the economic growth of the Gila River Indian Community. The vision is to be Arizona's first choice in casino entertainment for both work and play. Enterprise values are Exceptional Customer Service, Professionalism, Operational Efficiency, Communication and Community Purpose to provide quality casino entertainment with exceptional customer service and innovative gaming experiences while providing rewarding employment opportunities and revenues for the Community.

About Southwest Center for HIV/AIDS. Southwest Center for HIV/AIDS is Arizona's oldest and largest nonprofit AIDS service organization providing a distinct combination of prevention/education, research/development and health/wellness support to serve 70 percent of Arizona's nearly 13,000 residents infected with HIV/AIDS who live in metro Phoenix. The organization reaches out to educate more than 25,000 people annually. For nearly 20 years, the center has been on the front lines of the fight against HIV and AIDS and has conducted more than 100 drug studies resulting in more than two dozen drugs approved by the Food and Drug Administration. The drugs have helped dramatically reduce the annual death rate of HIV-positive patients, increase life expectancy and improve quality of life.