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**AUDIENCE:** 3,236,664 [provided by Nielsen/NetRatings]

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**HEADLINE:** Borden Entertainment and Distinctive Assets Team up With LA.Direct Magazine and the Environmental Media Association to Present 'The Summer of Stars' Malibu Beach Party Series

#### Source Website

LOS ANGELES, May 15 /PRNewswire/ — Borden Entertainment and Distinctive Assets will team up again to throw the most exclusive and highly anticipated parties of the summer in Malibu, California. Kicking off the summer festivities on Saturday, May 24th, this eco-fabulous event will raise funds and awareness for the Environmental Media Association. Celebrities, athletes and entertainment industry elite will enjoy fresh fruit margaritas from the Spanish Kitchen, Mollydooker wine served by Domaine547, functional water from ACTIVATE Drinks, healthy snacks courtesy of NutriFit, a delectable catered dinner from Stone Fire Pizza, sustainable furnishings from Naturescast(R), flower arrangements from House of Petals, HD movies on demand from Vudu and dancing in the sand to music by famed DJs Colleen Shannon and DJ Cobra. Memorial Day party guests can also look forward to Sapphire(R) Professional Teeth Whitening and gifts ranging from **1690 Swimwear** to comfy summer shoes from Sofft Shoe Company. "Our Malibu Beach House parties have always been about excitement, sophistication and southern California lifestyle so we're thrilled to partner with EMA and LA.Direct Magazine to embody all of these elements with a chic and socially-conscious party series," said Glenda Borden, President of Borden Entertainment. "Over the last eight years, we've seen our events grow and evolve, and we only hope our attendees have as much fun on the beach as they have in the past. It's a great way for celebs to hang out in a safe and festive atmosphere while celebrating summer's biggest holidays." This is the eighth year Borden Entertainment has thrown its uber-exclusive beach parties, and the second time they have partnered with Distinctive Assets. Distinctive Assets and Borden Entertainment are among an elite few that have been granted a permit from the City of Malibu City to hold these celebrations. Last summer's festivities attracted celebrity guests including Jon Favreau, Dave Navarro, Jeremy Piven, Matthew McConaughey, Adrian Grenier, Natalie Cole, Linda Thompson, Penny Marshall, Elisabeth Rohm, Marissa Tomei, and many others. The Memorial Day extravaganza (to be held all day on the Saturday prior to Memorial Day itself) will be followed by parties on the 4th of July and Labor Day weekend. Celebrities attending "The Summer of Stars" Beach Parties are being asked to bring personal items that will be auctioned off over the summer to raise money for the Environmental Media Association. Details about the auction will be available at <http://www.fabulougifts.com> starting June 1st. Distinctive Assets is credited with launching the craze of over-the-top celebrity swag at major award shows such as the GRAMMY(R)s, American Music Awards and Kids' Choice Awards. Over the past three years, Distinctive Assets and its event production partner J. Gatsby Events have also quietly produced private events for Fortune 100 companies, celebrities, Las Vegas casinos and everyone in between. J. Gatsby Events was brought in yet again for these summer beach parties to handle decor and set up. Borden Entertainment was one of the driving forces behind the team that conceived of and created the original Polaroid Beach House. Over the past ten years, Borden Entertainment has become known as a true "insider's party planner" and boasts an enviable A-list resume of clients. LA.Direct Magazine has become the most sought-after **fashion**, entertainment and lifestyle publication in Los Angeles. Featuring stunning celebrity covers, unique personality profiles and jaw-dropping **fashion** spreads, its adorable abbreviated size and high-glossy appearance puts all you need right into the palm of your hand. The Environmental Media Association mobilizes the entertainment industry in a global effort to educate people about environmental issues and inspire them into action. Elevation Photos is a boutique entertainment photography agency based in Santa Monica, CA. Their mission is to provide professional photographers on assignment for events or editorial stories that demand quality imagery. Elevation Photos has placed images in magazines such as People, US Weekly and InStyle magazine. With over 10+ years of entertainment photography based experience, Elevation Photos is a premiere destination for all your photo needs. Photographs from the event will be available for license from Elevation Photos, the official photographers of "The Summer of Stars" Beach House Party Series. Please visit [ElevationPhotos.com](http://ElevationPhotos.com) or contact [sales@elevationphotos.com](mailto:sales@elevationphotos.com) if interested in purchasing photographs.

**Highlights: 1690 Swimwear, fashion**