

GBK to Honor the 2015 ESPY Awards' Nominees and Presenters with an Exclusive Gift Lounge and Celebrity Poker Tournament

The event will feature a wide variety of sports-related gifts and luxury items ranging from vacations to apparel, and will conclude with a charity-driven poker tournament that night.

Los Angeles, CA ([PRWEB](#)) July 08, 2015 -- GBK ([gbkproductions.com](#)), the luxury lifestyle gift lounge and special events company, will honor the 2015 ESPY Awards' Nominees and Presenters with their annual GBK Pre-Awards Lounge. GBK's exclusive list of invited celebrities, VIPs, and Media will have an opportunity to enjoy gifts from participating sponsors, music by GoodBoy, Party DJ, and an exclusive celebrity poker tournament that night – aiming to raise funds for the event's participating charities.

GBK's blend of entertainment, celebrity marketing and charity fundraising consistently sets new standards for the industry and this event is no different. With the help of participating sponsors and generous celebrity guests, 100% of the poker tournament proceeds will be a charitable donation. Both celebrities and professional poker players will partake in the poker tournament.

This year's lounge will feature a variety of luxury and lifestyle brands. Presenting Sponsor, ZIRH Men's Skincare, will be a highlight of the lounge, providing premium skincare and shaving essentials. ZIRH is a go-to for celebrities, professional athletes and musicians who turn to the collection for its no-nonsense approach towards grooming.

Also on the health and wellness front, gifts will include: a \$2,500 gift certificate towards a Health Mate Infrared Sauna, bring ultimate comfort and style to your sauna experience and enjoy the benefits of both nature and technology in our Health Mate Classic For Two; anti-aging facial serum from DERMAFFECT; dental hygiene gifts from PlaqueHD, the first professional plaque-identifying toothpaste loved by dentists, patients and parents nationwide; 3 personal training sessions with celebrity trainer Lalo Fuentes with LaloFitness; Ferocious Nutrition, gifting Natural Testosterone and HGH Booster for men looking to boost performance and gain muscle mass; and Cheribundi, a fresh pressed tart cherry juice made from a proprietary juicing process to yield peak antioxidant levels.

Fashion and accessories are always a highlight of any GBK Lounge. Guests will enjoy products from Vessel, a leading custom bag company gifting one lifestyle bag; custom official team jackets from MLB, NBA, NHL, and NASCAR from JH Design Group; wooden sunglasses that are ethically and environmentally correct from Woodzee; 100% soft cotton blend jersey, classic "M Face Tee", with a gold foil hit from M the Movement; and gifts from Copper Tough Compression Sleeves.

Other great gifts include: Gifts certificate for resorts throughout Mexico and Jamaica, compliments of Caribbean Living Magazine; \$400 gift certificate towards a custom scrapbook from BESTofLEGACY; and a free "Ike's for a Year" card and "Skip the Line" pass from Ike's Place – award-winning sandwiches for meat eaters, vegetarians, vegans and gluten-free diets.

As always, GBK will feature an array of charitable organizations:

The Model Citizen Fund – Model Citizen Fund distributes life-sustaining backpacks filled with 150 items that include food, health, and survival essentials to the homeless and disaster victims, giving them the tools and

confidence to build/rebuild their lives. For more information, please visit: www.ModelCitizenFund.org

Muscular Dystrophy Association – MDA is the world’s leading nonprofit health agency dedicated to saving and improving the lives of people with muscle disease, including muscular dystrophy, amyotrophic lateral sclerosis (ALS) and other neuromuscular diseases. For more information, please visit: www.mda.org

KIDS in the GAME – KIDS in the GAME provides grants and passes to kids, youth sports organizations, and schools to support kids’ physical activity across the country. For more information, please visit: www.kidsinthegame.org

ABOUT GBK:

GBK, formerly GBK Productions, is a luxury lifestyle gifting and special events company, specializing in entertainment marketing integration. Formed in 2000 by Gavin Keilly, the company’s Founder and CEO, GBK consists of five divisions: GBK Celebrity Gifting, GBK Special Events, GBK Weddings, GBK Charitable Consulting and GBK Marketing/Public Relations. Widely known in the entertainment industry for bringing that little extra something into the Gifting Lounge environment, GBK offers its clients a full range of marketing services. For more information on Gavin B. Keilly (CEO), Carla Domen (VP) or GBK, please go to gbkproductions.com.

GBK is not affiliated with, endorsed, or sponsored by ESPN; the ESPY Awards; ABC, Inc.; The Walt Disney Company; or The Hearst Corporation.



Contact Information

Carla Domen

GBK Productions

<http://gbkproductions.com>

+1 (323) 933-9989

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