

**FOR IMMEDIATE RELEASE**

## **BRET MICHAELS COMING TO MYSTIC LAKE APRIL 5**

***Tickets on sale Feb. 22***

PRIOR LAKE, Minn. – Feb. 19, 2019 – Bret Michaels, the multi-platinum music icon, reality TV star and philanthropist and is coming to the Mystic Showroom on Friday, April 5, at 8 p.m. Tickets will go on sale Feb. 22 via the [Mystic Box Office](#).

Michaels, whose chart-topping songs have sold more than 50 million albums worldwide, first rose to fame with his legendary band Poison. With numerous hit singles including “Every Rose Has Its Thorn,” “Nothin’ But a Good Time” and “Something to Believe In,” Poison remains one of rock’s most influential and enduring bands. Equally as successful as a solo artist, Michaels’ career has charted its own course with numerous chart-topping solo albums including *Custom Built* and *Jammin’ With Friends*.

Michaels’ latest single and video, “Unbroken” – which he cowrote and recorded with his youngest daughter, Jorja Bleu – will be out on March 15, 2019, which also happens to be the music icon’s birthday. In the run-up to the release of the song, and in advance of the April 5 show at Mystic Lake, Michaels has unleashed the #HotRocks Unbroken Challenge, a social media competition that combines his love of music with his passion for philanthropy.

With the #HotRocks Unbroken Challenge, Michaels is giving participants the chance to dance for a \$10,000 donation to the 501(3)c charity of their choice and a VIP rockstar weekend getaway for the winner. To enter the challenge, fans can upload short videos featuring their most impressive or funniest dance moves to Instagram. Visit [www.BretMichaels.com/Unbroken](http://www.BretMichaels.com/Unbroken) to take the challenge, hear a clip of the upcoming inspirational single and watch never-before-seen footage from the music video.

Dubbed a “cultural touchdown” by former Viacom CEO Judy McGrath, Michaels is also a pioneering reality TV icon, starring in the VH1 hit series “Rock of Love with Bret Michaels” – one of the most successful shows in the network’s history – and raising \$300,000 for diabetes research as the winner of NBC’s “Celebrity Apprentice.” A dedicated philanthropist, Michaels’ own Life Rocks Foundation donates to numerous charitable causes and sends children with Type 1 diabetes to camp each summer.

### **TICKET INFORMATION**

Tickets to see Bret Michaels at 8 p.m. on Friday, April 5, in the Mystic Showroom will be available beginning Feb. 22 starting at \$39. Contact the Mystic Box Office at 952-496-6563 or visit [mysticlake.com](http://mysticlake.com) for more details.

**Event:** Bret Michaels  
**Date:** Friday, April 5, 8 p.m.  
**Place:** Mystic Showroom®  
**Tickets:** \$39, \$54 and \$64  
**Sale Date:** Friday, Feb. 22, 10 a.m.

### **ABOUT BRET MICHAELS**

American singer/songwriter, Bret Michaels, has sold over 50 million records worldwide, is a reality TV superstar with some of the highest rated reality shows in history as well as a lifelong type 1 diabetic. An entrepreneur, Michaels has created the multi-million dollar selling Pets Rock Collection with PetSmart, launched his own line of custom guitars and created "Bret's Blend, Diet Trop-A-Rocka" which is a number one selling beverage for Dr. Pepper/Snapple Group. Michaels, personally and through his *Life Rocks Foundation* has helped raise millions of dollars for charity and makes donations to not only diabetes awareness and research but to such causes as childhood cancer, Veterans organizations, PetSmart Charities, Operation Homefront, Fealgood Foundation and more. His talent, business acumen and natural candor have solidified him as "a cultural touchdown" in the words of former Viacom CEO Judy McGrath and made him one of the most sought-after performers, keeping him on the road for each of the last 10 years, for nearly 300 live performances, speaking engagements, charitable concerts and private engagements yearly. For more information visit [www.bretmichaels.com](http://www.bretmichaels.com).

### **ABOUT MYSTIC LAKE CASINO HOTEL**

Mystic Lake Casino Hotel, the premier gaming facility in the Midwest, continually creates new, fun and exciting entertainment experiences for its guests. Mystic Lake® offers gaming, distinctive bars and restaurants, headline performers, unique special events, and luxurious accommodations. Located 25 minutes southwest of Minneapolis/St. Paul in Prior Lake.

Visit Mystic Lake in RiverSouth — Land of Big Fun! RiverSouth<sup>SM</sup> is a joint public-private collaboration promoting premier entertainment destinations just minutes from Minneapolis. With four of Minnesota's biggest attractions just four miles apart, there's fun around every bend. Partners include Canterbury Park, Mystic Lake Casino Hotel, Valleyfair, the Renaissance Festival, Shakopee Mdewakanton Sioux Community, and the cities of Prior Lake and Shakopee.

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### **Media Inquiries:**

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### **Ticket Giveaways and Requests:**

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Owned and Operated by the Shakopee Mdewakanton Sioux Community