**FOR IMMEDIATE RELEASE**

**June 16, 2014**

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**Scottsdale Celebrity Pool Party Fun - Scottsdale Spring Bling Experience, June 19-21, 2014**

**(PHOENIX, AZ)** Get ready for three days of pure upscale entertainment at the premier pool party weekend in the Valley of the Sun**–*Scottsdale Spring Bling – The Experience***! The star-studded showcase`features a Celebrity Bowl-A-Thon and the Spring Bling Splash Pool Party.

***The Experience*** begins Thursday, June 19, 2014 from 8:00pm – 11:00pm at the *AMF Scottsdale Lanes*. Join the viewing gallery and see celebrity charged teams hit the lanes to compete for that number one spot! Old Town Scottsdale will sparkle with excitement at the Official Kickoff Party**, Friday, June 20, 2014** from 10:00pm – 2:00am at *Casablanca Lounge.* “I’m excited about this year’s Spring Bling events. 2014 marks the 11th year of the event and is expected to be the best fun in the sun – ever!” says Spring Bling Founder, Gregory “Sweets” Oliver.

The festivities continue **Saturday, June 21st** from noon – 8:00pm at the *Saguaro Hotel* for the Gem of ***The Experience*** ***– The Pool Party!*** Destined to be a celebrity event like no other-meet and hang out with local and nationally known celebrities, neighbors and friends as the DJ plays your favorite tunes. – enhance your experience with a refreshing dip in the pool…after all, it is a pool party! ***The Experience*** concludes with the ultimate finale– the Spring Bling After-Party from 10:00pm – 2:00am at Scottsdale’s Red Revolver.

A portion of the proceeds support Checkered Flag Run Foundation initiatives. Special thanks to our sponsors and contributors, [Crescent Crown Distributing](http://crescentcrown.com/), [Superstition Springs, Chrysler, Jeep, Dodge, Ram](http://www.superstitionspringschryslerjeep.com/), [AP & Associates, LLC](http://www.apscottsdale.com/), [BuzzMouth, LLC](http://www.buzzmouth.com), [Mikes Hard Lemonade,](http://www.mikeshard.com/en/age/?redirect=home) [New Amsterdam](http://www.newamsterdamspirits.com/), [Coors Light](http://coorslight.com/), [The Saguaro Hotel Scottsdale](http://www.thesaguaro.com/), [The City of Scottsdale](http://www.scottsdaleaz.gov/), [Scottsdale Convention & Visitors Bureau](http://www.experiencescottsdale.com/about-the-scvb/), [R Entertainment](http://r-entertainment.com/), City Buzz Radio [Levels Fitness & Nutrition](http://www.yellowpages.com/phoenix-az/mip/levels-fitness-and-nutrition-472240695).

**Tickets**

Individual event, All-event and VIP tickets for ***Scottsdale Spring Bling – The Experience*** are available now. For more information, hotel accommodations or to purchase tickets go to [www.scottsdalespringbling.com](http://www.scottsdalespringbling.com/)

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**About Scottsdale Spring Bling**

**Scottsdale Spring Bling is an annual weekend event held in Scottsdale, AZ. The upscale, star studded pool party experience positively impacts the local economy, raises money for charity and provides fun filled experiences for many during the month of June in the Valley of the sun.**

**About Checkered Flag Run Foundation**

The Checkered Flag Run Foundation is a charitable organization with the vision of becoming the premier resource for educational tools that impact the life of every child in Arizona.