



# Gene Simmons

**MEDIA RELEASE**

**12<sup>th</sup> february 2013**

**Gene Simmons.**

**A KISS and tell Beyond rock 'n' roll!**

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Magic Brands owners Stephen White & Peter Hoffmann are proud to announce the "Gene Simmons" Talking Event at the Victory Room Etihad Stadium 5th March 2013.

Hoffmann said this is our first major event of this kind and who better could we have to start with than "Gene Simmons" a rock & business icon.

Gene will be talking about all his business experience, the state of the current concert industry, the growing of the Gene Simmons Brand & empire while sharing his invaluable knowledge on marketing & business growth.

Platinum Guests at the event will enjoy a three-course lunch with Gene which will include having a personal Photo with the Rock Legend as well as Premium reserved seating and much more...

Hoffmann said all ticket levels will have the time of their life...with Gene. *This March, Magic Brands presents a once in a lifetime experience with Gene Simmons....*

Best known for his serpentine tongue and devilish makeup, Gene Simmons will reveal the serious businessman behind the rock star at a once in a lifetime event at Etihad Stadium, on March 5, 2013.

This March, the co-founder of KISS is stepping up to the microphone, not to sing, but to share his experiences and insights into the state of the concert industry, growing the Gene Simmons Brand and empire, while sharing his invaluable knowledge on marketing and business growth.

Simmons' business success includes not only a title as the co-founder of KISS, but also Coolspringslife.com, a life equity business, and North Americas largest horse race track business. He also boasts the title of co-founding partner of ortsbo.com, the world's largest universal language translator, and restaurant chain rockandbrews.com, as well as starting his own record label, Simmons records.

Gene Simmons is not just a fire-breathing rock star, but rather a man whose two great loves are his business and his family, and he has worked incredibly hard to find a way to combine those passions without allowing one to crowd out the other.

Platinum guests at the event will be enjoy a three-course lunch with Gene, have their photo taken with the rock legend and will also enjoy premium reserved zone seating in the first five rows front of stage, an autographed Item, Limited Edition Signed 8x10 Photo and more!

**Date:** Tuesday, 5 March 2013

**Venue:** Victory Room, Etihad Stadium, Docklands

**Tickets:** Available for purchase through [www.ticketek.com.au](http://www.ticketek.com.au) from 13 February, 2013

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**For more information or to arrange an interview with Gene Simmons please call:**

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