

THE PALAZZO



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LA Laker Derek Fisher Book Signing at Lagasse's Stadium inside The Palazzo

With 4 NBA Championships Derek Fisher shares how he rebounds in the game of life.

CHARACTER DRIVEN *Life, Lessons, and Basketball* by **DEREK FISHER**

LAS VEGAS (September 21, 2009) – Sports enthusiasts and fans of LA Laker starting point guard Derek Fisher will have the chance to meet Fisher during his book signing event at Lagasse's Stadium inside The Palazzo on Friday, September 25 from 12:00 p.m. to 2:00 p.m. Fisher will be present greeting fans and signing his new compelling book **CHARACTER DRIVEN: *Life, Lessons, and Basketball*** in the ultimate sports bar and sportsbook at The Palazzo. Copies of Fisher's book will be available for purchase the day of the event for \$24.99 plus tax. No memorabilia please.

Since his rookie season with the Lakers in 1996, Derek Fisher, "The Fish that Saved LA," has had a dramatic effect on the NBA. Sharing the court with legendary players like Shaquille O'Neal and Kobe Bryant, Fisher, the President of the NBPA, has been a crucial part of some of the most thrilling post-season plays in recent memory. But life for Derek Fisher hasn't always been a slam dunk. As an athlete, Fisher knows that success on and off the court comes in facing challenges with focus, diligence, teamwork and sacrifice.

In his new book, **CHARACTER DRIVEN: *Life, Lessons, and Basketball*** (Touchstone Howard Hardcover/Simon & Schuster; September 8, 2009; \$24.99; ISBN: 978-1-4165-8053-9), Fisher shares lessons learned the hard way and how the power of faith carried him through some of the most difficult periods of his life.

Fisher discusses in his book:

- How his faith has helped him on and off the court to “rebound” in the face of adversity.
- How he used the skills he had perfected in his career in his personal life and with dealing with his daughter's illness.
- How his parents, particularly his father, and his childhood influenced the man he is today
- What his on court ritual is before he shoots a free throw
- What other sports stars (including Tiger Woods and Roger Federer) he admires

Drawing on the power of faith, he demonstrates how anyone can play for a successful team: whether that team is family, community or just happens to be one in the NBA.

Lagasse's Stadium, the new breed of Sportsbook with enough to distract even the most committed sports enthusiast, welcomes sports fans to get in the center of the action. Uber fan Emeril Lagasse has lowered the lights and turned up the heat. Inspired by two of Chef Emeril's lifelong passions – cooking and sports – Lagasse's Stadium marks a new dining standard for a sports and entertainment venue. Custom sports viewing walls consisting of nearly 100 high definition screens will provide unprecedented access to nearly every major college and professional sporting event, including must-see bowl games, track races, tournaments, and championship match-ups.

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ABOUT THE AUTHOR

DEREK FISHER has spent thirteen seasons in the NBA playing for the Los Angeles Lakers, Golden State Warriors, and Utah Jazz. He is the president of the NBA Players Association. Currently, the starting point guard for the Lakers, Fisher lives with his family in Los Angeles.

CHARACTER DRIVE: *Life, Lessons & Basketball*

By Derek Fisher with Gary Brozek

A Touchstone Hardcover / Simon & Schuster

On-Sale: September 8, 2009 / Price: \$24.99 / ISBN 10: 1416580530 / ISBN 13: 9781416580539

For more information on CHARACTER DRIVEN, please visit: www.simonandschuster.com

ABOUT THE PALAZZO LAS VEGAS

With over 3,000 expansive suites, luxury shopping and world-class dining and entertainment, the \$1.9 billion, 50-story Palazzo Las Vegas literally takes luxury to new heights. Highlighted by a flagship, 85,000-square-foot Barneys New York, The Shoppes at The Palazzo features more than 60 luxury boutiques. In addition, 20 remarkable stores and luxury brands made their Las Vegas debuts at The Palazzo, including Chloe, Tory Burch, Christian Louboutin, Diane Von Furstenberg, Van Cleef & Arpels, Catherine Malandrino, Anya Hindmarch, and Michael Kors. Additionally, The Palazzo offers a variety of cuisines from a collection of award-winning chefs such as CarneVino by Mario Batali, CUT by Wolfgang Puck, Table 10 by Emeril Lagasse and Restaurant Charlie by Charlie Trotter. Other one-of-a-kind offerings include, Tony Award winning Broadway musical, JERSEY BOYS, the chic dining and nightlife LAVO, the world's largest Canyon Ranch SpaClub, the luxurious sports book bar & grill Lagasse's Stadium and the Strip's first Lamborghini dealership. For more information, please visit The Palazzo website at www.palazzolasvegas.com.

ABOUT EMERIL LAGASSE

Chef Emeril Lagasse is the chef/proprietor of eleven restaurants across the country. He opened his newest restaurant, *Emeril's Chop House*, on May 22 at the Sands Casino Resort Bethlehem in Pennsylvania. He is a national TV personality, and has hosted over 1,500 shows on the Food Network, and is the food correspondent for ABC's *Good Morning America*. He is the host of *Emeril Green*, an original series exploring fresh and seasonal ingredients on Discovery's Planet Green. Lagasse is the best-selling author of thirteen cookbooks, including his latest, *Emeril at the Grill*. In September 2002, Emeril established the Emeril Lagasse Foundation to support and encourage culinary arts and education programs for children. As of May 2009, the foundation has contributed \$3 million to organizations in New Orleans and on the Gulf Coast. Lagasse's restaurant company, Emeril's Homebase, is located in New Orleans and houses restaurant operations, a culinary test kitchen for cookbook and recipe development, and a boutique store for his signature products.