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Show Review: Kendrick Lamar Dazzles At Maxim's Big Game Weekend



This weekend MAXIM held its annual "BIG GAME WEEKEND" presented by Talent Resources Sports. The two night VIP bash was held at the 10,000 square foot Espace in New York City and brought out several stars in the realms of entertainment, music and sports. Among those in attendance for Friday night's kick-off party were Justin Bieber, Jill Zarin, The Bella Twins, Aaron Paul and featured a special DJ performance by EDM artist Dirty South.

Saturday night's party saw a number of celebrities drop by including Steven Tyler, Alyssa Milano, Steve Howey, Terrell Owens, Joey Fatone, Bow Wow, Jermaine Dupri, and Taye Diggs. Guests were able to enjoy delicious food from Chef Philippe Chow and specialty Patron Tequila cocktails. There was a strong presence of Maxim models posing for pictures, pouring ice luge shots and assisting with the themed digital photo kiosks. One kiosk had a number of humorous signs to use in your picture such as "Help me!!!! I have been taken by Maxim Models!!!" New York natives DJ Sinatra and JusSke had the crowd moving all night and the fun was infectious. As the clock approached 1:30 am, **Grammy nominated** hip hop artist Kendrick Lamar hit the stage and the excited crowd packed in as close as they could to the stage. Fresh off his **Saturday Night Live performance** with the Imagine Dragons just an hour earlier, Kendrick rapped "**Swimming Pools (Drank)**," "**Bitch Don't Kill My Vibe**," and "**mAAAd City**."

Lavish Superbowl week parties are a big marketing opportunity but they are filled with intense competition. With the Superbowl in the huge market of NY/NJ, Maxim and Talent Resources Sports had to work to outdo last year's event in New Orleans. While we'll never see the months of preparation required for an event like this to come together, its results were clearly evident from the smiles from everyone enjoying a night of continuous fun.

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