



"4th ANNUAL PLAYERS TOAST AWARDS TO BENEFIT HOLLYWOOD AND VINE RECOVERY CENTER(S) AT PLAYBOY MANSION" "There are Players and Then There are Players who Don't Play the Same Game."

This year the 'Players Toast Awards Show' will play a little harder to raise money for the 2007 charity event. Scheduled to take place at the famed Playboy Mansion and hosted by Ice-T the night will prove to be one of the most exciting award shows in Los Angeles.

/24-7PressRelease/ - LOS ANGELES, CA, May 18, 2007 - This year the 'Players Toast Awards Show' will play a little harder to raise money for the 2007 charity event. Raising money for 'Hollywood & Vine Recovery Centers', the show is scheduled to take place at the famed Playboy Mansion, where the definition of play takes on a whole new meaning.

Hosted by Ice-T and wife Coco, the night will prove to be one of the most exciting award shows in Los Angeles.

"I look forward to this event every year and this year we are really looking forward to being at the mansion." remarks the acclaimed actor from Law & Order. "We are expecting a great crowd and to raise awareness and hopefully respectable funds for 'Hollywood and Vine'. It's all about giving back." This will be Ice-T's 4th year as acting host for the event.

'The Players Toast Awards' were developed through the eyes of Michael Carter, who introduced this vision to three other individuals, Rick Appling, Ice-T and Darnell Gilbert. From the introduction a great partnership was born and 'The Players Toast Awards' became a reality.

"We all grew up together and have been through good times and bad." founder Michael Carter states. "The mission of the organization is to recognize high profile individuals, who have accomplished great tasks during their careers, never forgetting their roots, who reach out to help others along the way. Making sure awareness is brought to the cause and the person behind the efforts is what we stand for."

Each year the Players Toast Awards partners with a non-profit foundation, in hope of raising greater awareness and funding for those in need. 'The Players Toast Awards' continues to build long-standing relationships with corporate partners, the entertainment industry, professional sports industry and local community. A new website at www.playerstoastawards.com is underdevelopment.

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