



**CELEBRITY DJ AND STAR OF MTV'S "JERSEY SHORE"
PAULY D**

**STOPS BY PLANET HOLLYWOOD TIMES SQUARE
TO PROMOTE THE UPCOMING 5TH SEASON OF
"JERSEY SHORE"**

**WITH A HANDPRINT CEREMONY IN THE MAIN DINING ROOM
~ WEDNESDAY, NOVEMBER 30TH AT 7:00 PM ~**

WHO: **Paul "Pauly D" DeVecchio** - - is recognized for his musical talent as well as his reality star status on MTV's highest rated show, "Jersey Shore," which premiered in December 2009.

Quickly a fan favorite, MTV announced Pauly as the first cast member to receive his own spin-off, which will chronicle his life as a celebrity DJ, set to air in 2012.

In Summer 2011, Pauly joined the iconic Britney Spears on select dates of her Femme Fatale Tour, alongside Britney and Nicki Minaj and on August 7, 2011 Pauly won "Choice TV: Male Reality/Variety Star" at the Teen Choice Awards after being nominated for the second year in a row.

September 2011, Pauly DJ'ed for the iHeartRadio Music Festival alongside some of the biggest names in the music industry including: Lady Gaga, Jennifer Lopez, The Black Eyed Peas, and Alicia Keys, to name a few. Also in 2011, The Palms Casino Resort announced that Pauly will be an exclusive resident DJ for Moon, Rain, and the Palms Pool solidifying his spot amongst the elite group of artists that have had residencies with the Palms.

In 2010, he released his first single with Universal Republic Records entitled, "Beat Dat Beat," which quickly climbed the charts, further establishing his place in pop culture. With his eclectic track selection, unique style and infectious personality, Pauly is now one of the most sought after DJ's in the world.

In addition to his music and filming "Jersey Shore," Pauly has spent the past year working on a Miracle Whip commercial, his own iPad application, a partnership in the Dirty Couture clothing line and most recently a partnership with Devoted Creations Inc. to launch an exclusive line of Tanning Lotions and Sunless Products.

WHAT: **Pauly D** will be at **Planet Hollywood Times Square** to promote the upcoming 5th season of "**Jersey Shore**" with a handprint ceremony in the main dining room.

His handprints will later be displayed on the walls of a TBD Planet Hollywood location.

"**Jersey Shore**" - - season five of MTV's "Jersey Shore" premieres on January 5, 2012 and returns the cast to the Jersey Shore.

WHERE: Planet Hollywood Times Square - - 1540 Broadway (corner of 45th Street)

WHEN: Wednesday, November 30, 2011 at 7:00 PM

YOUR COVERAGE IS REQUESTED AT 6:45 PM

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