



Z100 Rocks Atlantis, Paradise Island resort in the Bahamas with DKNY Jeans!

Elvis Duran and the Morning Zoo Party Plane with DKNY Jeans
Heads to Atlantis, Paradise Island for Parties & Concerts Featuring:
RIHANNA, JORDIN SPARKS, NATASHA BEDINGFIELD,
SEAN KINGSTON, CHINGY, T-PAIN, & FLO-RIDA

New York, NY (January 15, 2008) – Z100, New York’s Hit Music Station, is teaming up with ATLANTIS, PARADISE ISLAND resort in The Bahamas and DKNY JEANS for the return of the “Elvis Duran and the Morning Zoo Party Plane” featuring performances by Rihanna, Jordin Sparks, Natasha Bedingfield, Sean Kingston, Chingy, T-Pain, & Flo Rida.

The weeklong multi-media event orchestrated by Pop2Life Creative Marketing & Promotions (pop2life.com), will highlight the unique and awe-inspiring resort, including the newest tower, The Reef Atlantis, while showcasing some of the hottest artists and music today. Pop Rocks Atlantis will take place February 3-7th and include special live broadcasts of Elvis Duran and the Morning Zoo, heard on Z100 in New York and Y100 in Miami (elvisduran.com), and Z100’s Romeo on the Radio. The award-winning morning show will also bring along an entire “party plane” of 100 thrill-seeking contest winners who will spend their days reveling in Aquaventure, the resort’s 63-acre waterscape featuring five million gallons of water and breathtaking water slides with never before seen special effects. As the sun sets on Cove Beach, the vibrant sounds of some of the hottest names in music will fill the air as contest winners and guests take to the white sands for unforgettable concerts on the picturesque Bahamian beach. The five days of sun, fun and adventure will include a different musical performance every night, unforgettable parties, and live mix shows.

DKNY JEANS will host a special Luxury Gift Suite on site, offering artists customized apparel and an exclusive preview of upcoming DKNY JEANS collections. Each of the artists will also receive a special one-of-a-kind customized pair of DKNY JEANS.

Listeners have a chance to win a trip to Pop Rocks Atlantis every morning at 7:20 am when they hear the specified Z Payoff Song. Any time you hear the song later that day, caller 100 wins. Winners will receive a trip for two for 5 days/4 nights at Atlantis, Paradise Island, and roundtrip airfare from the New York City area. Every winner will also receive DKNY JEANS Beach essentials. (dnyjeans.com)