

Bret Michaels To Appear at Barrett-Jackson Collector Car Auction

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Wednesday, 19 January 2011 13:48 - Last Updated Wednesday, 19 January 2011 14:00

Rock legend and television star Bret Michaels is set to appear at the 40th Annual Barrett-Jackson Scottsdale Auction this Saturday, Jan. 22!



Michaels has consigned his personal 1969 Camaro to be sold as Lot #1288.1 during primetime auction hours on Saturday, January 22, and will be on hand to accompany the vehicle as it makes its way across the auction block. The sale will take place during the SPEED broadcast of 40 hours of live HD coverage from the auction. An avid car and motorcycle enthusiast, Michaels was recently named People Magazine's "Survivor of the Year" and Fox411's "Celebrity of the Year." In May 2010, he was hand-picked as Donald Trump's Season 3 winner on Celebrity Apprentice.

"At Barrett-Jackson, we always keep a few surprises up our sleeves to keep things exciting for our fans," said Craig Jackson, chairman/CEO of Barrett-Jackson. "As we celebrate our 40th anniversary in Scottsdale this year, we've worked hard to keep the lid on this special secret and we are thrilled to finally announce it today, on the eve of our largest collector car event in company history. We welcome the opportunity to help Bret clear a space in his garage for a new model."

Selling as Lot #1288.1, Michaels owns this tight, fast and fun 1969 Camaro that has been featured on MTV Cribs, Vh1's Rock of Love, Vh1's "Bret Michaels: Life as I Know It", and in his latest video "Driven". This Custom Dream Machine sports a custom Moonbeam silver paint job with black racing stripes and black leather interior. The car will be sold immediately following a car owned by one of his Celebrity Apprentice teammates, entertainer and former pro wrestler Bill Goldberg. Goldberg's 1968 Dodge Dart Super Stock Custom will be offered as Lot #1288, and Goldberg will also be on the block with Michaels to help Barrett-Jackson celebrate during this special 40th anniversary auction.

As front man of legendary rock band Poison, Michaels has sold over 29 million records and scored an amazing 14 Top 40 hits, including the timeless #1 smash single "Every Rose Has its Thorn," his solo country crossover hit "All I Ever Needed," and his rock hit "Go That Far". As an actor, Michaels has made regular appearances on multiple hit television shows and starred in his hit reality show, "Rock of Love with Bret Michaels," which became the highest rated series on Vh1. His most recent show "Bret Michaels: Life As I know It," still remains one of the top ranking shows on the network.

Over the years, fans of Michaels have seen him endure a great deal of personal adversity regarding his health. Since the age of six, Michaels has lived a daily battle with Type-1 diabetes, which he has turned into a lifelong cause that he continues to support as a spokesperson for the American Diabetes Association. He was awarded the ADA's prestigious Chair's Citation Award in 2010 for excellence in raising awareness and funds for diabetes. In 1994, he survived a car accident along with various traumatic injuries. Just this past year in 2010, he overcame a near-fatal brain hemorrhage and subsequent stroke. It is Michaels's characteristic determination and strong willpower that pulls him through any hardship that might come his way. Continuing to fight for his health, he is scheduled for surgery to repair a hole in his heart just two days after his appearance at the Barrett-Jackson auction.

"Bret Michaels is known to fans around the world as a rock star and a television celebrity," added Steve Davis, President of Barrett-Jackson, "but what we've come to appreciate even more as we get to know Bret is the personal side of this rock 'n roll icon. He is a devoted father, active philanthropist and a passionate automotive enthusiast. We are honored to have him with us and to wish him well on the eve of his heart surgery on January 24th."

As an added bonus, Michaels will include with Lot #1288.1 his "Bret Michaels Signature Dean Custom Guitar", which will be personalized to the winning bidder. Michaels is also offering the buyer two tickets and backstage VIP Passes to any Bret Michaels or Poison show during summer 2011.

For more information about bidding on this special car or any other in the auction, follow the link to www.barrett-jackson.com/bid. To see the latest on Bret Michaels, please visit www.bretmichaels.com.