THE SCOOP: GBK'S PRE-EMMY CELEBRITY GIFT LOUNGE

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by Candy Washington

Hi lovelies,

Other than live-tweeting from *Vanity Fair's* Social Club, tearing up during Viola Davis' historic acceptance speech, and creating the obligatory fashion-girl "best-dressed" lists, my favorite part of awards season was definitely attending the ***GBK Pre-Emmy Celebrity Gift Lounge,*** held at the L'Ermitage Beverly Hills and was presented by **Life Cell**.

In case you weren't able to attend, I've got you covered. Not only was I able to get a massage next to *Fuller House's* Jody Sweeten, but I also have the behind-the-scenes insider info for you guys below.

CHECK OUT BELOW FOR THE FULL SCOOP, PHOTOS, AND THE SKINNY ON ALL OF THE SPONSORS:

GBK Welcomes Over 7 Emmy Nominees, 24 Nominated Shows and Dozens of Other Celebrity attendees included Nominees: Alan Cumming ("The Good Wife"), Beau Bridges ("Masters of Sex"), Jeremy Podeswa (Director – "Game of Thrones"), Khandi Alexander ("Scandal"), Richard Cabral ("American Crime"), Tony Hale (Winner – "Veep"), stars from the hit series "Orange is the New Black" including Abigail Savage, Dascha Polanko, Emma Miles, Selenis Leyva and Julie Lake, and many more.

Los Angeles (September 21, 2015) - GBK, the luxury lifestyle gift lounge and special events company, honored the 2015 Emmy Awards' Nominees and Presenters with their annual GBK Gift Lounge on September 18th and 19th at L'Ermitage Beverly Hills. Guests enjoyed gifts, refreshments and a gorgeous tented event with music by GoodBoy. Foto Spark was also on site to enhance the party atmosphere by providing a green screen photo booth with photos and animated GIFs.

Among the luxury and must-have lifestyle brands included gifts from Presenting Sponsor, LifeCell. LifeCell is an all-in-one antiaging treatment formulated to target every aspect of aging skin.

Charity beneficiaries included:

Muscular Dystrophy Association - The mission of MDA is to serve those who are fighting muscle disease as we find treatments and cures, support families and rally communities. For more information, please visit: www.mda.org

Stray Cat Alliance - Stray Cat Alliance educates and empowers the community to advocate for every cat's right to be safe, healthy and valued. We are building a no kill nation, one stray at a time. For more information, please visit: www.straycatalliance.org

American Friends of Magen David Adom (AFMDA) - MDA is a pillar of Israeli society whose mission is to save lives. As the country's "911," it serves as Israel's national emergency medical response, ambulance, and disaster relief agency. MDA also operates Israel's national blood supply, providing 97 percent of civilian blood and 100 percent of the blood for the Israel Defense Forces. While governmentmandated to provide these essential services, MDA is not government-funded, relying heavily on American donors to support its operations. For more information, please visit www.afmda.or

Alfalit International – A non-profit organization that provides literacy programs for the underserved in the US and internationally. For more information, please visit: www.alfalit.org

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ABOUT GBK: GBK, formerly GBK Productions, is a luxury lifestyle gifting and special events company, specializing in entertainment marketing integration. Formed in 2000 by Gavin Keilly, the company's Founder and CEO, GBK consists of five divisions: GBK Celebrity Gifting, GBK Special Events, GBK Weddings, GBK Charitable Consulting and GBK Marketing/Public Relations. Widely known in the entertainment industry for bringing that little extra something into the Gifting Lounge environment, GBK offers its clients a full range of marketing services. For more information on Gavin B. Keilly (CEO), Carla Domen (VP) or GBK, please go to gbkproductions.com.

xo,
Candy