



**CALENDAR EVENT  
FREE AND OPEN TO THE PUBLIC**

Contact: Bill Jenkins  
(602) 315-5566

**ALICE COOPER, JORDIN SPARKS DEDICATE 'THE ROCK' TEEN CENTER  
Celebration at site of future youth center brings together community and music idols**

**WHAT:** In anticipation of its groundbreaking in the spring, **Alice Cooper** will be joined by Arizona's own American Idol, **Jordin Sparks**, in dedicating the future site of *The Rock Teen Center*, a facility to be built on Grand Canyon University's (GCU) campus. The Rock Teen Center is a two-story, 20,000 square-foot area for teenagers to engage in creative and athletic activities, a place where they can be creative, educated, active and safe.

The ceremony includes:

- **Alice Cooper arrival on backhoe** to symbolize the construction that will take place in the spring, welcomed by young residents of the community
- Arizona's American Idol **Jordin Sparks, arriving via convertible** directly from the airport
- Brief comments by Alice, Jordin and **GCU's CEO Brent Richardson**
- Performance by local garage band
- Presentation of thank you banner to Alice Cooper, signed by local teens

**WHEN:** **Saturday, Dec. 15<sup>th</sup>, 1:30 -2:30 p.m.**  
**1:45 p.m.** Alice Cooper arrives on backhoe  
**1:50 p.m.** Jordin Sparks arrives

**WHERE:** Grand Canyon University  
3300 W. Camelback Road, Phoenix, AZ 85017

**ON SITE CONTACT:**

**If any media would like to photograph this event, please contact Bill Jenkins at (602) 315-5566.**

**BACKGROUND:**

The Rock Teen Center will be devoted to guiding teens through an often turbulent time in their lives. The building will include a multi-use concert hall, coffee house, indoor basketball/floor hockey court, rock climbing walls, sound room and recording studio, computer/reading/study rooms, and game room. In partnership with Grand Canyon University, The Rock's location on campus property makes for easy access to the facilities, and a greater attraction of the target age group. The GCU connection also allows for substantial community involvement, which will include multiple educational and recreational after-school programs. More information about The Rock is at [www.therockteencenter.com](http://www.therockteencenter.com) and information about GCU is at [www.gcu.edu](http://www.gcu.edu).