

Super Bowl

**THE CELEBRITY PARTIES**  
THE HOTTEST STAR-STUDED EVENTS



**FRIDAY:  
ESPN THE  
MAGAZINE PARTY**

To mark the annual edition of *ESPN The Magazine's* NEXT issue, in which they recognize what's next in sports, style and technology, ESPN is throwing the NEXT Big Weekend, a series of football-themed events that will culminate in their not-to-be-missed pre-Super Bowl party. Last year's bash was hosted by songstress beauty Alicia Keys (seen above singing at last year's Super Bowl) and attended by movie stars like Owen Wilson and Gene Hackman.



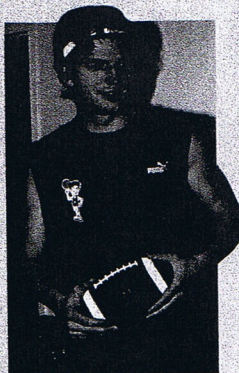
**SATURDAY:  
MOTOWN MUSIC FEST**

Oscar-winner Jamie Foxx (above) and buddies like Nelly, John Legend (below) and The Four Tops will perform at this Super Bowl Eve Concert held at the Detroit Masonic Temple. A private box will cost you \$5,000.



**SATURDAY:  
MAXIM PARTY**

*Maxim* is back with its seventh annual Super Bowl party. This year, stars like Jessica Alba and Jimmy Kimmel will be there to soak up the Rock City and Rock Opera themes. Last year, the party was attended by Ashton Kutcher (below) and Katie Holmes.



**SATURDAY:  
PLAYBOY PARTY**

Last year stars such as Chris Rock, Owen Wilson, Nick Lachey, Ashton Kutcher, Pittsburgh Steeler star Jerome Bettis and NFL Hall of Famer Eric Dickerson attended the *Playboy* shindig in Jacksonville. This year, the executive hangar at the Coleman A. Young International Airport is being transformed into *Playboy's* Eight Mile High Club, sponsored by Miller Lite and Cuervo & Ginger. A silent auction, sponsored by ticketcity.com, will raise money for the charity Athletes Helping Kids.

CLOCKWISE FROM TOP LEFT: MICHAEL FEEZ/ABC/NEWS.COM; COURTESY OF MAXIM; MIKE GUASTELLA/WIREIMAGE; SOREN MCCARTHY/WIREIMAGE; JASON SQUIRES/WIREIMAGE