Bret Michaels is a multiplatinum global superstar who has turned his passion for music into a multi faceted brand that encompasses record breaking touring sales, Reality TV stardom, legendary songs that have sold over 32 million records, product endorsements as well as being a devoted philanthropist, all supported and followed by three generations of loyal fans.

Bret was born in the small town of Butler PA on March 15, 1963. Rising to fame as the front man of Poison, one of rock’s most iconic and enduring bands, he helped define the rock n roll scene on the Sunset Strip. Their massive success includes selling over 30 million records worldwide and numerous hit singles. Equally as successful, Bret’s solo career has charted its own course with multiple solo albums. His last album, Custom Built, topped the charts, reaching #1 on Billboards Hard Rock list. His new cd Bret Michaels: Good Songs and Great Friends is set to be released in June of this year and features a myriad of legendary artists, who just happen to be great friends of Bret's. The album contributors is a who’s who list including Joe Perry (Aerosmith) Loretta Lynn, Jimmy Buffett, Ace Frehely (Kiss), Michael Anthony (Van Halen) and members of Lynyrd Skynyrd, to name a few.

His talent, business acumen and natural candor have solidified him as "a cultural touchdown" in the words of Viacom CEO Judy McGrath, making him one of the most sought after performers, interviews and speakers across multiple platforms & keeping him on the road for each of the last 7 years, for nearly 300 live performances, speaking engagements, charitable concerts and private engagements yearly. His 2012 Get Your Rock On Tour started in February and culminated with yet another string of sold out shows ending on New Year's Eve. Having already made numerous performances and appearances in 2013, his schedule will once again see the singer on the road until the end of the year.

When this multi talented performer is not touring he can be found both in front of and behind the camera as a director, producer and a reality TV superstar. His first foray into reality TV brought the record-breaking “Rock of Love with Bret Michaels” franchise to VH1, one of the most successful shows in the network's history, shattering weekly rating records during its run. Following three successful seasons of the show, he teamed up with VH1 for the docu-series “Life As I Know It” setting even more records. Bret has also starred in and won Donald Trump’s NBC hit, “Celebrity Apprentice”. Coming into the show as the underdog, his tenacity and business sense helped him win the series, raising well over $300,000 for Diabetes research. Michaels latest television endeavor, "Rock My RV with Bret Michaels" will see Michaels and his team revamping and redesigning dilapidated RV's in true rock star form and style. The show will begin airing on the Travel Channel in May. Fans can see preview clips on Michaels website, www.bretmichaels.com.

Bret's constant creativity and drive has helped him build his Michaels Entertainment Group in to a one-man, 100 million dollar empire. Whether it is creating the Pet's Rock Collection for the retail giant PetSmart, partnering with Dean Guitars and designing his first ever signature Bret Michaels' series guitar, promoting healthy living with Good Chime or launching his number one selling Diet Trop a Rocka with Snapple, Michaels is always producing something new. This summer will bring the release of new items for the Pets Rock Collection, Michaels' signature Rock Bands and his Thorns and Roses Cologne.

Michaels, personally and through his Life Rocks Foundation has helped raise tens of millions of dollars for charity and makes donations to not only diabetes awareness and research but to such causes as childhood cancer, wounded warriors, St. Judes Childrens Hospital, PetSmart Charities and more. Having been diagnosed with Type I diabetes at the age of six, Bret is passionately devoted to raise awareness of the debilitating disease in hopes of finding a cure. He has partnered with both the American Diabetes Association and the JDRF acting as a spokesperson and sponsor, earning him numerous awards from a variety of organizations including the ADA’s first ever Chairman’s Citation award.

For more information on Bret Michaels, please visit the official web site:

http://www.bretmichaels.com