

Bret Michaels

Rock The Waterfront



Benefitting Phoenix Children's Hospital and The Boys & Girls Club of Scottsdale Helping the American Diabetes Association...

Uber Rocker Bret Michaels took Scottsdale, Arizona by storm and rocked his heart out to thousands of screaming fans raising hundreds of thousands of dollars for diabetes research. Michaels headlined the show with other bands opening including: Jeordie & the Mixology Project, Random Karma and Walkins—all fantastic. Michaels put on a non-stop rock show that electrified the crowd. The 47-year-old sang, rocked and jumped around the stage non-stop. The show was spectacular! It's hard to imagine months ago Michaels was fighting for his life in a hospital, the victim of a brain hemorrhage that easily could have taken his life. Instead, today the ageless rock icon takes the stage and does what he does best—bring his fans to their feet in a frantic bid to enjoy every single minute of his show. With the success of his singing career, and then his television shows—his newest, *Life As I Know It*—Michaels doesn't show any signs of taking life as it comes. On the contrary. He not only works a slammed music and television career, but works tirelessly to bring an end to an illness affecting one in 10 Americans—diabetes.

During his youth, Michaels was diagnosed with Type 1 diabetes, and possibly as his famous career climbed, maybe just maybe at one time was a wild, wild man, but these days he is a strong advocate for health, and wellness. He manages his own diabetes with a strict diet and health regime, and lends his name to bring awareness to all the work the American Diabetes Association is doing.

Stated Michaels, "I was 6 years old when I was diagnosed. My parents took me to the hospital at three in the morning. My dad's not a crier, and that was the first time I ever saw him cry." Michael remained in the hospital for three weeks. Ever since, Michaels has needed daily insulin injections as well as several times a day he must test his blood sugar level. Reflecting back to his childhood, Michaels says it was his parents who helped him cope with diabetes, and they went a long way in helping him feel normal about the illness. He said, "They were great at not doing a lot of self-pity with me."

With no regrets to the past, Michaels now reflects on his diabetes diagnosis as more of a blessing than a curse. And especially since he has had the disease since childhood, he feels he's been more able to accept it as part of his life. Before his diagnosis, Michaels remembers feeling "really, really worn out," and having common symptoms of diabetes such as a funny taste in his mouth, itchy skin, and being very, thirsty—symptoms parents should look for in their children.

Story VANESSA FLOREZ

PHOTOS Christine Jenkins for Phoenix Children's Hospital and Vanessa Florez

PR Anderson Advertising & Public Relations