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IMMEDIATE RELEASE

LINCOLN DEBUTS “*REACH HIGHER*” RED CARPET EVENT IN DALLAS

WHAT: *Lincoln* is bringing luxury and style to Dallas with the premiere of its signature “*Reach Higher*” Red Carpet event. These exclusive events were designed to showcase the essence of luxury in urban fashion, music and lifestyle, as well as to spotlight innovation, creativity, and success among individuals who have reached higher to achieve the American Dream. The event will also feature an elite mix of luxury partners and celebrity chefs.

Making its official debut in Dallas, and joining the stars on the red carpet, will be the redesigned **2007 Lincoln Navigator** and the newest member of the *Lincoln* family, the **Lincoln MKX** – a luxury crossover that delivers on elegance, comfort and performance. Spotlitged will be the **DUB Edition Lincoln Navigator L**, a fully customized version of the all-new *Lincoln Navigator L*, tricked out by urban auto industry experts at DUB®.

Celebrities, sports figures, media personalities and VIPs will join *Lincoln* at this exclusive event hosted by **DALLAS MAVERICK’S** superstar **JERRY STACKHOUSE**. Special entertainment will be provided by J Records’ **Grammy-winning R&B sensation MONICA** whose fourth album “*The Making of Me*” will release on September 19.

WHEN: **THURSDAY, SEPTEMBER 21** (*Television crews should arrive by 5:00 P.M. for set-up*)
CELEBRITY/PRESS RIDE & DRIVE, 5:30 P.M. – 6:30 P.M. C.S.T
EVENT, 7:00 P.M. – 10:00 P.M. C.S.T.

WHERE: **SAMBUCA – DALLAS UPTOWN**
2120 McKinney Avenue, Dallas, TX 75201
214-774-0820

SUMMARY: The *Reach Higher Red Carpet* events will be staged in Atlanta on September 13, in Dallas on September 21 and in Miami on November 2, and are part of a lifestyle event series launched by Lincoln to celebrate urban fashion, music and lifestyle. The series launched in 2005, with the “*Step into Unexpected Luxury*” events hosted by NBA legend Magic Johnson.

In October 2006, *Lincoln* will unveil its new campaign “Entrepreneurs”, a celebratory spotlight on Black entrepreneurs who embody innovation, excellence and success and who reached higher and achieved the American Dream. The campaign will involve television and print executions with on-line extensions via *Lincoln’s* new urban website, **www.lincolnlounge.com**.

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