



## THE SUNSET STRIP MUSIC FESTIVAL

### SATURDAY, AUGUST 28, 2010 OUTDOOR LINE-UP FINALIZED WITH

### THE ADDITION OF KID CUDI AND TRAVIE MCCOY

### JOINING HEADLINERS THE SMASHING PUMPKINS, SLASH, COMMON & MORE PERFORMING ON TWO STAGES

THE STREET WILL BE CLOSED FOR THE SECOND TIME IN THE SUNSET STRIP'S HISTORY WITH SUNSET STRIP VENUES SHOWCASING A FULL DAY OF MUSIC

The third annual **SUNSET STRIP MUSIC FESTIVAL** (SSMF) set for Aug. 26-28, 2010, has finalized its 2010 outdoor line-up for the Saturday, August 28 street closure with the additions of hip-hop breakthrough artist KID CUDI and TRAVIE MCCOY, whose hit single "Billionaire" has been No. 3 on the Billboard Pop Songs chart and a top 5 Billboard Hot 100 track in recent weeks. Performing on two stages are headliners THE SMASHING PUMPKINS; 2010 honoree SLASH featuring MYLES KENNEDY and an appearance by FERGIE; COMMON; SEMI PRECIOUS WEAPONS; STEEL PANTHER; NEON TREES; BIG B and more.

For the second time in The Strip's illustrious history, the street will close to traffic between San Vicente Boulevard and Doheny Drive so thousands of fans can experience a diverse sonic extravaganza of rock, hip-hop, rap, electro and more.

Hot on the heels of an international tour, the pioneering PUMPKINS will deliver cuts from their TEARGARDEN BY KALEIDYSCOPE project as well as much more from their extremely revered catalog. Sunset Strip icon SLASH will be honored at a special tribute event at House of Blues on Thursday, August 26, and it's the perfect prelude to his big outdoor performance with MYLES KENNEDY and FERGIE--vocalists on his smash solo debut album--two days later. The **SSMF** also will showcase live performances in The Roxy Theatre, the Whisky A Go-Go, Viper Room, Key Club, Cat Club and House of Blues on Thursday, Friday and Saturday nights; plus more than 50 bands, two outdoor stages and a full day of music in the venues on Aug. 28.

As in previous years, the **SSMF** will honor a figure who is synonymous with The Sunset Strip for their contribution to the history of The Strip as well as the music industry. This year's honoree is SLASH. Previous recipients of this honor have been Ozzy Osbourne (2009) and Sunset Strip club owners Lou Adler, Mario Maglieri and Elmer Valentine (2008).

Last year's street fest drew 10,000 people to The Strip. The audience was treated to super-charged performances from Ozzy Osbourne, Korn and many more. But the music's not all **SSMF** has to offer either. The street scene is filled with two full-scale stages, fans, food trucks, beer gardens, merch vendors, VIP lounge and interactive experiences throughout the day. This year's festival also includes large 10-foot art guitar sculptures as part of Gibson GuitarTown on The Sunset Strip. Following the Smashing Pumpkins' performance, bands will continue to play into the night in venues within the street closure, all of which will be free of charge to SSMF ticket holders.

General admission, VIP and 3-Day VIP tickets are on sale through Ticketmaster. Street fest tickets are \$49.50 in advance (\$65 day of at box office) and VIP street fest tickets, which include access to a private tented area with full no-host bar and seating area, are available for \$100 in advance. A limited number of three-day "VIP" passes (which include entrance to Slash's tribute on August 26, the clubs all three nights and access to VIP tent at street fest) will be \$250. There will also be individual ticket sales for The Sunset Strip clubs on Thursday and Friday nights. The **SSMF** is donating a portion of all tickets sold to the Los Angeles Youth Network (LAYN), a charity personally selected by honoree Slash. LAYN's mission is to end homelessness, one kid at a time, by providing shelter, food and counseling for the abused, neglected and abandoned.

**SSMF** 2010's proud supporting sponsors include Virgin America, V Australia, Jack Daniel's, Budweiser, Mini Cooper, Ticketmaster, Vitaminwater, Gibson Guitar, 98.7fm, Andaz West Hollywood, Brand X, Whole Foods West Hollywood, City of West Hollywood, West Hollywood Marketing & Visitors Bureau and Signature Creative. Street fest production provided by Swing House Hollywood.

Full Lineup Listed Below:

**SATURDAY, AUGUST 28 OUTDOOR STAGES:**

The Smashing Pumpkins  
Slash featuring Myles Kennedy & Fergie  
Common  
Kid Cudi  
Travie McCoy  
Neon Trees  
Steel Panther  
Semi Precious Weapons  
Big B

**SATURDAY, AUGUST 28 IN THE VENUES:**

**Cat Club**

Oh No Not Stereo  
The Dollies  
Hillbilly Herald  
Lonely Drunks Club  
White Arrows  
Rattlesnake Shake  
HDR  
Casper And The Bad Spirits  
Dirty Sweet  
Diamond Lane  
Prohibition Rose  
JD Bender  
Cast Of Kings  
Love And A .38  
Lady Sinatra

The Binges  
The Royal Highness  
Links

**Key Club**

Vanaprasta  
Volbeat  
The Divine  
Awolnation  
Dommin  
Transfer  
Casxio  
Blowing Up the Moon  
98.7FM's Rockstar Battle of The Bands winner

**The Roxy Theatre**

Cisco Adler  
Tomorrows Bad Seeds  
Zen Robbi  
Nikki & Rich  
John West  
Andy Grammer  
Wicker  
Audible Mainframe  
New Kingdom  
Juke Kartel  
Shuvel

**Whisky A Go-Go**

Adler's Appetite  
Billy Boy On Poison  
Ankla  
Forrest Day  
The ShriII  
Yeti  
Soma  
Subliminal Trip  
Reason To Rebel  
Electra  
Lost Patrol  
Acidic  
Desecrate  
Sean Rex  
Tornado Rider  
Save Our Souls

**FRIDAY, AUGUST 27 IN THE VENUES:**

**Cat Club**

The Outline  
Goldenstate  
The Paper Dolls  
The Other Side Of Morning

**Viper Room**

Warner Drive

Run Devil Run  
Delta Rose  
The Silent Comedy

**Whisky**

P.O.D.  
Static Pulse  
Thick As Thieves  
Slant  
Asphalt Messiah  
Sound Of Ugly

**Key Club**

Unwritten Law  
Nico Vega  
Super Groupie

**House of Blues**

Kix  
LA Nookie

**THURSDAY, AUGUST 26 IN THE VENUES:**

**House of Blues**

Tribute to Slash

**Whisky**

Beth Hart featuring special guests  
Son Of A Gun  
Whiskey Six  
Motive

**Key Club**

Y & T  
Feisty Piranhas  
Riot Brides

**Viper Room**

Purple Melon

**Cat Club**

David George Band  
Rick Cornette  
The Branches  
Tucker Jameson & The Hot Mugs

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**ABOUT THE SUNSET STRIP MUSIC FESTIVAL:**

The Sunset Strip Music Festival was created in 2008 to promote, preserve and perpetuate the legendary Sunset Strip music experience. The Sunset Strip Business Association is the managing member of the limited liability company, which owns the Sunset Strip Music Festival.

**For more information on the SUNSET STRIP MUSIC FESTIVAL, contact:**

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