

DT: SEPTEMBER 1, 2009

OZZY OSBOURNE
TO PERFORM
AT THE SUNSET STRIP MUSIC FESTIVAL
ON SATURDAY, SEPTEMBER 12
WHEN THE SUNSET STRIP WILL BE CLOSED FOR THE FIRST TIME EVER

THE ROCK ICON WILL NOW BOOKEND THE FESTIVAL
AS THE SSMF WEEKEND
KICKS OFF WITH AN EVENT IN HIS HONOR THURSDAY, SEPTEMBER 10

Rock legend **OZZY OSBOURNE** will now be opening AND closing the second annual **SUNSET STRIP MUSIC FESTIVAL (SSMF)**, set for September 10, 11 and 12. The three-day festival will kick off when OZZY is honored at a tribute event Thursday, September 10 at the House of Blues and then OZZY will perform the festival's final set Saturday, September 12. That's when, for the first time ever, The Sunset Strip (between Doheny Drive and San Vicente Blvd.) will be closed to host two concert stages. KORN, PEPPER, THE DONNAS and KOTTONMOUTH KINGS are among the 40 acts performing throughout the day.

OZZY's appearance will mark his first full performance on The Sunset Strip in almost 40 years and his first ever as a solo artist. Back in 1970, Black Sabbath performed a five-night stand (November 11-15) at the legendary Whisky A Go-Go as part of their first U.S. tour. His career has spanned four decades and his music is as relevant today as ever. The multi-platinum, Grammy Award-winning, Rock and Roll Hall of Famer has sold more than 100 million albums worldwide--50 with Black Sabbath and as many as a solo artist--and in 2003 was honored with a star on Hollywood Boulevard's "Walk of Fame."

Anticipation for OZZY at the SSMF 2009 is already building: his immortal image is now displayed on one of the largest billboards in Los Angeles. It hangs high above The Sunset Strip spanning 12-stories (6,500 square feet tall) off the east side of the famous 9000 Building directly across the street from The Roxy Theatre and Rainbow Bar & Grill. The signage will be lit at night allowing for its viewing from miles away.

On Saturday, September 12, there will be 40-plus music acts throughout the day performing on two stages set up on the street and on club stages within the street closure – Key Club, The Roxy Theatre, Cat Club and Whisky A Go-Go. Tickets are available now for a discounted price of \$39.50.

SSMF is sponsored by Virgin America, V Australia, Andaz West Hollywood, 98.7 FM, Miller Lite, Ticketmaster, Jack Daniel's, LA WEEKLY, Signature Creative,

City of West Hollywood, West Hollywood Marketing & Visitors Bureau, Whole Foods West Hollywood, Coffee Bean & Tea Leaf and Art Guitar.

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