



THE SUNSET STRIP MUSIC FESTIVAL

SUNSET STRIP MUSIC FESTIVAL

REVEALS SET TIMES FOR AUGUST 28 STREET FEST;

SUNSET BLVD TO BE CLOSED TO TRAFFIC FOR SHOWS BY THE SMASHING PUMPKINS,

SLASH (FEATURING MYLES KENNEDY AND AN APPEARANCE BY FERGIE), COMMON, KID CUDI AND MORE

The third annual **SUNSET STRIP MUSIC FESTIVAL** has announced the final line-up and set times for the Saturday, August 28 Street Fest, when Sunset Boulevard--between Doheny Drive and San Vicente Boulevard--will be closed to traffic so artists can perform on two outdoor stages and in the venues throughout the day. Headliners The Smashing Pumpkins and 2010 honoree Slash (featuring Myles Kennedy and an appearance by Fergie) will be joined by Travie McCoy, Steel Panther and Semi Precious Weapons on the west stage, with Common, Kid Cudi, Neon Trees and Big B sharing the east stage (see full schedule below). Vendors and gourmet food trucks will be on hand to feed the crowd, which included 10,000 attendees at last year's SSMF.

The street closure--only the second time The Strip has shut down for live music--culminates a three-day event which will also feature a tribute to Slash (Thursday, August 26 at House of Blues) and non-stop music at the multiple clubs on The Sunset Strip including performances by P.O.D., Kix, Unwritten Law, Nico Vega, Warner Drive and many more on Thursday, Friday and Saturday night.

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 rooftop lounge with full no-host bar and seating area as well as access to On The Rox at The Roxy Theatre and Plush Lounge at the Key Club, 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) are \$250. There will also be individual ticket sales for The Sunset Strip venues on Thursday and Friday nights. A portion of ticket sales will benefit 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, Bud Light, Southern California MINI Dealers, Ticketmaster, Vitaminwater, Gibson Guitar, Honest Tea, 98.7fm, Andaz West Hollywood, Brand X, Monte Carlo Music, Whole Foods West Hollywood, City of West Hollywood, West Hollywood Marketing & Visitors Bureau's WEHO Key and Signature Creative. Street fest production provided by Swing House Hollywood.

Aug. 28 Street Fest Schedule

Gates open at 1:00 PM.

West Outdoor Stage

2:00-2:30 p.m. Semi Precious Weapons
3:00-3:40 p.m. Steel Panther
4:30-5:10 p.m. Travie McCoy
6:20-7:35 p.m. Slash
8:20-9:35 p.m. The Smashing Pumpkins

East Outdoor Stage

2:30-3:10 p.m. Big B
3:40-4:15 p.m. Neon Trees
5:10-6:00 p.m. Kid Cudi
7:15-8:15 p.m. Common

Cat Club

1:00-1:20 p.m. Machine Empire
1:30-1:55 p.m. JD Bender
2:10-2:30 p.m. HDR
2:40-3:00 p.m. White Arrows
3:10-3:40 p.m. The Dollies
3:50-4:20 p.m. Rattlesnake Shake
4:30-5:00 p.m. Lady Sinatra

5:10-5:40 p.m. The Binges
5:50-6:10 p.m. No Thanks
6:20-6:50 p.m. Oh No Not Stereo
7:00-7:30 p.m. Links
7:40-8:10 p.m. HillBilly Herald
8:20-8:50 p.m. Love And A .38
9:00-9:30 p.m. Casper & The Bad Spirits
9:40-10:10 p.m. The Royal Highness
10:20-10:50 p.m. Dirty Sweet
11:00-11:30 p.m. Prohibition Rose
11:40-12:10 a.m. Diamond Lane
12:20-12:50 a.m. Cast Of Kings
1:00-close The Lonely Drunks Club Band

Key Club

1:00 p.m. 98.7FM Rockstar Finals
4:45 p.m. Blowing Up The Moon
5:20 p.m. Vanaprasta
6:05 p.m. Transfer
6:50 p.m. The Divine
7:35 p.m. Casxio
8:20 p.m. Awolnation
10:20 p.m. Dommin
11:20 p.m. Volbeat

The Roxy Theatre

1:05-1:25 p.m. Ruby Tigers
1:40-2:10 p.m. Juke Kartel
2:25-2:55 p.m. Shovel
3:15-3:45 p.m. New Kingdom
4:00-4:30 p.m. Cisco
4:45-5:25 p.m. John West
5:40-6:20 p.m. Nikki & Rich
6:35-7:15 p.m. Andy Grammer
7:30-8:00 p.m. Wicker
8:15-8:45 p.m. Audible Mainframe
10:00-10:40 p.m. Zen Robbi
11:00-12 a.m. Tommorrow's Bad Seeds

Whisky A Go-Go

1:10-1:40 p.m. Save Our Souls
1:50-2:20 p.m. Lost Patrol

2:30-3:00 p.m. Acidic
3:10-3:40 p.m. Desecrate
3:50-4:20 p.m. Yeti
4:30-5:00 p.m. Ankla
5:10-5:40 p.m. Sean Rex
5:50-6:20 p.m. Tornado Rider
6:30-7:15 p.m. Billy Boy On Poison
7:25-7:55 p.m. Forrest Day
8:05-8:35 p.m. Soma
8:45-9:15 p.m. Subliminal Trip
9:25-9:55 p.m. Reason to Rebel
10:05-10:35 p.m. Vayden
10:45-11:15 p.m. Electra
11:30-12:00 a.m. The ShriII
12:15-close Adler's Appetite

VIP Lounges

Rooftop lounge above Bank of America
On The Rox @ The Roxy Theatre
Plush Lounge @ Key Club

###