

# **SLASH TO BE HONORED AT THIRD ANNUAL SUNSET STRIP MUSIC FESTIVAL**

## **Rock Icon To Kick-Off Festival At Aug. 26 Tribute Event**

### **SSMF 2010 Set For Aug. 26, 27 & 28 In West Hollywood**

*WEST HOLLYWOOD, Calif.* – Legendary guitarist Slash will be honored at the third annual Sunset Strip Music Festival (SSMF). SSMF will celebrate Slash, who is synonymous with The Sunset Strip, for his contributions to the history of The Strip as well as the music industry. The tribute event kicks off the three-day music fest and honors icons who have made an impact on the legacy of The Sunset Strip. The Aug. 26 event will take place at the House of Blues Sunset Strip.

Adding to the celebration, the City of West Hollywood will also declare Aug. 26, 2010, “Slash Day.”

“I am sincerely overwhelmed to be the recipient of the Sunset Strip Music Festival honors! The Strip and West Hollywood have been my stomping grounds since I was a little kid,” noted Slash. “I grew up in and around the music scene here. It is where I got my start in the music business and where I still feel most at home. Thank you so much.”

Known for his skillful, soulful hard-rock guitar solos, Slash’s career has continued to grow from his early days performing at the Whisky A Go-Go with Guns N’ Roses to his collaborations with Michael Jackson (“Black And White,” “Give In To Me”), Ray Charles, Stevie Wonder and directors Quentin Tarantino and Darren Aronofsky (core contributions to the “Jackie Brown” soundtrack and the signature sound of the score to “The Wrestler”).

Slash traces his love of music and exploring spirit to his childhood in England, where his father introduced him to the sounds of the Beatles, Rolling Stones, Yardbirds and other classic, groundbreaking acts. He got an insider’s view through his teen years after the family moved to Los Angeles, his father a graphic artist who worked with David Geffen for such artists as Neil Young and Joni Mitchell and his mother a costume designer for many top pop artists. Almost on a whim, he and friend Steve Adler started playing music together; Slash on guitar and Adler on drums. In the early ’80s, influenced by such bands as Lemmy’s Motorhead, he and Adler formed a band, recruiting bassist Duff McKagan. Within a year, with the addition of singer Axl Rose and guitarist Izzy Stradlin, the venture had morphed into Guns N’ Roses – and by the end of the decade had changed the course of rock history.

Slash has also lent his talents to bands Slash's Snakepit and the Grammy Award-winning Velvet Revolver as well as a self-titled solo album, which features guest spots from artists including Ozzy Osbourne, Fergie, Lemmy, Wolfmother's Andrew Stockdale, and Adam Levine among others, set for release on April 6.

"You cannot mention The Sunset Strip without thinking of Slash. His influence changed the course of rock and roll and can be seen daily on The Strip," stated Todd Steadman, executive director of the Sunset Strip Music Festival. "He continues to support The Sunset Strip and has been a part of the festival from its inaugural year, and we are thrilled to have the opportunity to celebrate him for his contributions to this legendary music boulevard."

"The City of West Hollywood is so proud to be home to the world-famous Sunset Strip, and we look forward to again hosting the Sunset Strip Music Festival," noted West Hollywood Mayor Abbe Land. "Building on the first two successful events, we're certain that this year's festival will be an amazing celebration of The Strip, its history and great music. That celebration will be even more exciting with the recognition of Slash as one of the festival honorees. He has energized audiences worldwide, but holds a special place in the ongoing legacy of The Sunset Strip."

Previous SSMF honorees include Lou Adler, Mario Maglieri and Elmer Valentine, who helped shape the live music experience on The Strip with the creation of The Roxy Theatre, The Rainbow and the Whisky A Go-Go, and rock icon Ozzy Osbourne, whose first U.S. performance was at the Whisky with Black Sabbath in 1970.

Similar to the 2009 SSMF, this year's event will feature live performances in all six music venues (Cat Club, House of Blues, Key Club, The Roxy Theatre, Viper Room and Whisky A Go-Go) on Friday, Aug. 27 and Saturday, Aug. 28. The three-day event will conclude with a street festival on Saturday, Aug. 28, which includes a street closure from San Vicente Boulevard to Doheny Drive allowing for outdoor stages as well as live performances throughout the day and night in the music venues.

More details about the Sunset Strip Music Festival 2010, including artist lineup and ticket information, will be announced.

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