

NOVEMBER 9, 2009

FR: ALEXANDRA GREENBERG/MITCH SCHNEIDER
TODD BRODGINSKI

THIRD ANNUAL SUNSET STRIP MUSIC FESTIVAL
SCHEDULED FOR AUGUST 12 – 14, 2010

THREE-DAY FESTIVAL TO INCLUDE TRIBUTE EVENT ON
THURSDAY, AUGUST 12 AND STREET CLOSURE AND OUTDOOR FEST
ON SATURDAY, AUGUST 14

Organizers for the **SUNSET STRIP MUSIC FESTIVAL** (SSMF) have announced it will return next year Thursday, August 12, Friday, August 13 and Saturday, August 14, 2010 in West Hollywood, CA.

The third annual festival will kick off on August 12 with a tribute to a Sunset Strip icon. In 2008, SSMF honored Lou Adler, Mario Maglieri and Elmer Valentine – all whom helped create the vibrant music scene on The Sunset Strip – and in 2009 SSMF honored rock icon Ozzy Osbourne.

Like this year's event, which took place Sept. 10-12, SSMF 2010 will include a street festival on Saturday between San Vicente Blvd. and Doheny Drive. The street festival includes performances on outdoor stages as well as live music in the clubs within the closure, street vendors and interactive entertainment experiences.

“The first-ever street festival brought a renewed energy to The Sunset Strip, and we received a tremendous amount of positive response from the press, attendees, artists and city officials following the event,” noted festival Executive Director Todd Steadman. “We are excited to solidify a date for 2010, and we are thrilled to build on the success of the event for next year.”

SSMF plans to announce additional details, including 2010 honorees and artists, in the coming months.

The 2009 SSMF street festival attracted nearly 10,000 attendees and included performances from Ozzy Osbourne, Korn, Pepper, Kottonmouth Kings, Shiny Toy Guns, Shwayze, LMFAO, Unwritten Law, The Donnas and Fishbone among others. SSMF 2009 was sponsored by Virgin America, V Australia, 98.7 FM, Jack Daniel's, Miller Lite, Ticketmaster, Whole Foods West Hollywood, LA Weekly, Signature Creative, City of West Hollywood, West Hollywood Marketing & Visitors Bureau, The Coffee Bean & Tea Leaf, Andaz West Hollywood, Guitar Hero, Art Guitar, Icelandic Glacial and Marshall. Street festival production was provided by Swing House.

www.sunsetstripmusicfestival.com
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