

THE SUNSET STRIP MUSIC FESTIVAL
HONORS OZZY OSBOURNE

12-STORY ART WALL TO HANG ABOVE
THE WORLD FAMOUS SUNSET STRIP
STARTING THURSDAY, AUGUST 20

The **SUNSET STRIP MUSIC FESTIVAL**--taking place September 10-12--will honor the larger than life rock icon **OZZY OSBOURNE** as its Sunset Strip Icon 2009. The tribute actually begins this Thursday, August 20 when Osbourne's immortal image will be unveiled on one of the largest billboards in Los Angeles. It will hang 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 new signage will be lit at night allowing for its viewing from miles away.

Next, on Thursday, September 10, Osbourne will be honored at a tribute event to kick off the three-day music festival. The tribute event honors icons that have made an impact on the legacy of The Sunset Strip. On Osbourne's first U.S. tour with Black Sabbath in 1970, the band performed a five-night stand (November 11-15) at the legendary Whisky A Go-Go.

"This expansive wall not only celebrates our honoree, Ozzy Osbourne, it also serves to welcome everyone to The Sunset Strip and is certain to be a very photographed component of this year's music festival," noted Todd Steadman, executive director of the Sunset Strip Music Festival.

SSMF 2009 also includes the first-ever street closure of The Sunset Strip 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.

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