



P.O. Box 685289 | Austin, Texas | 78768
T: 512.467.7979 | F: 512.451.0754

sxsw.com

Press Release
For Immediate Release

Snoop Dogg Confirmed as Keynote Speaker for SXSW Music 2015

March 10, 2015 - Austin, Texas - The South By Southwest (SXSW) Music and Media Conference and Festival is pleased to announce a Keynote Conversation with Snoop Dogg. The keynote takes place on Friday, March 20, 2015 at 11:00 a.m. in Ballroom A of the the Austin Convention Center.

Multi-platinum artist, actor and entertainment icon Snoop Dogg is at the forefront of popular culture with award-winning albums and songs, multiple films, lifestyle products, philanthropic efforts, and digital ventures, including his YouTube original series "GGN News." Snoop Dogg has sold over 30 million albums worldwide and received multiple GRAMMY® nominations. Since 1993, he has released twelve albums and collaborated with artists across all genres of music. Snoop defines hip-hop history. He's set records with his seminal album Doggystyle, which debuted at #1 on the Billboard 200 chart and sold over 800,000 copies in the first week. Throughout his career, Snoop's produced chart-topping hits including "Gin & Juice," "Who Am I? (What's My Name?)," "Nuthin' But A 'G' Thang," "Next Episode," "Beautiful," "Drop It Like It's Hot," "Signs," "Sensual Seduction" and "I Wanna Rock."

Most recently, Snoop under the moniker Snoopzilla, released his album 7 Days of Funk, a collaboration with Dam-Funk, in December of 2013 on Stones Throw Records. In April of 2013, Snoop released his reggae and dancehall-influenced album Reincarnated under the moniker Snoop Lion. Reincarnated debuted at #1 on the Billboard Reggae Chart.

As a DJ under the moniker DJ Snoopadelic, Snoop has been tearing up festivals and clubs around the world for nearly four years, giving fans a special experience that only he can curate. In addition to his extensive work in music, Snoop has appeared in numerous films, including Soul Plane, Starsky & Hutch, the Oscar® winning drama Training Day and Half Baked, Scary MoVie, among others.

Snoop's non-profit work in the community is commendable, as he established the Snoop Youth Football League (SYFL) in 2005 to give children between the ages of five and 13 the opportunity to participate in youth football and cheer. SYFL teaches them the values of teamwork, good sportsmanship, discipline, and academics. Today, SYFL boasts 30 teams, more than 1,200 players and over 75 cheerleaders.

Snoop Dogg's keynote conversation is open to all Music and Platinum registrants and registered showcasing artists. The South by Southwest® Music and Media Conference (SXSW®) is a six-day event held every March in Austin. The conference offers unmatched access to ideas and global viewpoints on an increasingly borderless industry. It aims to educate and inspire musicians and professionals alike, with sessions attended by 28,000 registrants and showcasing artists. A large multi-industry trade show exhibition, Music Gear Expo and daytime stage performances round out the day while evenings are devoted to the SXSW Music Festival, which showcases over 2,100 acts ranging from the unsigned to the iconic. The 2015 event takes place March 17 - 22 2015. For more information, please visit [<http://sxsw.com>].

SXSW Music 2015 is sponsored by Miller Lite, Sonicbids, Esurance, AT&T, IFC, Mazda, Monster Energy, McDonald's, Capital One, Pepsi, and The Austin Chronicle.

###

For more information, please contact,
Elizabeth Derczo, musicpress@sxsw.com, 512/467-7979 x 209