



MEDIA RELEASE

FOR IMMEDIATE RELEASE
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MURS to Perform at Cal Poly Pomona's BroncoFusion

POMONA, Calif. — September 14, 2009 — Hip-hop recording artist MURS will be performing live at Cal Poly Pomona's BroncoFusion Wednesday, Sept. 23. The free performance, sponsored by Associated Students, Inc., will begin at 3 p.m. on Horseshoe Hill, east of Union Plaza, and is open to all.

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MURS is a Los Angeles-based rapper most known for his role in the west coast hip-hop crew, the Living Legends. His raw lyrical ability and indie style of rapping are a breath of fresh air in the world of hip-hop, sending out a message of encouragement through a positive perspective. MURS has seen success through multiple albums, groups, DVD releases and his own Paid Dues festival. His latest album "MURS for President" is the seventh addition to his discography and first major label release.

MURS will be headlining the concert at the center of BroncoFusion with artists U-N-I, VerBS and Intuition, and Breezy Love Joy as supporting performers.

BroncoFusion is a day-long event held the day before classes begin. The event is a chance for incoming and returning students to "bring it all together" through educational workshops, campus tours, open houses and social activities. Students will also have early access to the Bronco Bookstore, obtaining parking passes and getting student ID cards.

More BroncoFusion details can be found at
<http://www.csupomona.edu/broncofusion>. To find out more about MURS, check out
<http://www.mursmusic.com>.

cc: Richard Liu
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