



Press Release

FOR IMMEDIATE RELEASE
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KRS-ONE to Perform Live at Cal Poly Pomona's BroncoFusion

Hip-hop blast master KRS-ONE will be giving a free, live performance at Cal Poly Pomona's BroncoFusion **September 22, 2004**. The concert, sponsored by Associated Students Inc. (ASI) Bronco Events and Activities Team (B.E.A.T.), will begin at 5:00 p.m. on Horseshoe Hill, east of University Plaza, as part of the Keep Right Tour with special guest Burning Star.

Author, philosopher and teacher of "hip-hop kulture," KRS-ONE is an icon in the hip-hop world. Since his first release in 1986, he has stood behind his beliefs that hip-hop is the international "kulture" of peace and prosperity among the governments of the world. Currently on tour to promote his first independent album since Criminal Minded, KRS-ONE proves to stand as an international icon.

BroncoFusion is held the day before classes begin for new incoming 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, and obtain parking passes and student ID cards. BroncoFusion details can be found at www.csupomona.edu/broncofusion.

ASI is the student governing body of Cal Poly Pomona that oversees the Bronco Student Center, Recreational Sports program, Bronco Fitness Center, Bronco Exhibit Gallery, and has joint partnership with the university to facilitate the Cal Poly Pomona Children's Center. ASI also provides funding for campus-wide support programming, student clubs and organizations, diversity programs, athletics, and academic support programs. Information on ASI can be found on the Web at www.asi.csupomona.edu.

For more information, visit www.asi.csupomona.edu or e-mail ASI Public Relations at asi@asi.csupomona.edu.

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