



## SXSW Conferences and Festivals

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Press Release  
For Immediate Release

### South By Southwest (SXSW) Music Announces Keynote Speaker

Austin, Texas — October 22, 2009 - South By Southwest (SXSW) is thrilled to announce that the legendary Smokey Robinson will deliver the keynote address at their 2010 Music Conference. The address will kick off SXSW activities at the Austin Convention Center on Thursday, March 18, 2010.

Smokey Robinson is one of the architects of the "Motown sound" and his voice and songs established the label's profound impact on culture across the globe. Robinson's artistry has been celebrated worldwide, having received Kennedy Center Honors, a membership in the Rock And Roll Hall Of Fame, a Grammy Lifetime Achievement Award, the "UK Special Achievement Award at the Ivor Novello Awards and The ASCAP Rhythm and Soul Heritage Award. Bob Dylan called Robinson "America's greatest living poet," and his work as an executive at Motown was central in establishing a unique chapter in popular music history.

Robinson continues to forge new trails, mentoring "American Idol" contestants in 2009 and writing and recording new music. Robinson's current CD "Time Flies When You're Having Fun," was released on August 25, 2009 on his own Robso Records and the songs sound as fresh and timeless as his pioneering work from the 60's.

Robinson's keynote anchors the twenty-fourth annual South By Southwest Music Conference and Festival, a world-renowned gathering of artists and music professionals. By day, registrants attend conference events and the trade show at the Austin Convention Center. At night, hundreds of performers command dozens of stages throughout downtown Austin. Registrations are now available for SXSW 2010 at the website.

For more information on Mr. Robinson, visit <http://www.smokeyrobinson.com>. For more information on South By Southwest, visit <http://sxsw.com>.

SXSW Music Conference and Festival is sponsored by Miller Lite, Sonicbids, and the Austin Chronicle.

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