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FR: ALEXANDRA GREENBERG/JOHN OCHOA
MSO

ITALIAN ELECTRONIC MUSIC PRODUCER & DJ
BENNY BENASSI
ANNOUNCES

'BENNY BENASSI BIKE TOUR: A MUSICAL RIDE THROUGH
CALIFORNIA...WITHOUT BREAKS'
LAUNCHING FRIDAY, SEPTEMBER 10 IN SAN FRANCISCO

NEW ALBUM 'SPACESHIP'
DUE OUT WINTER 2010 ON ULTRA RECORDS



Photo Credit: Rocco Bizzarri

As anyone who's followed the scene knows, **BENNY BENASSI** has already broken more than a few boundaries. He's consistently rated one of the best DJ's in the world and roundly considered the father of modern electro-house club music. This fall, the Italian DJ will return to America to accomplish something no other DJ has done – a major West Coast club tour...on a fixed-gear bicycle.

The **BENNY BENASSI BIKE TOUR: A MUSICAL RIDE THROUGH CALIFORNIA...WITHOUT BREAKS** will launch in San Francisco Friday, September 10 with a show at Ruby Skye. The ride officially starts from the Golden Gate Bridge the next morning and will take Benny south along California's scenic coast for club stops at Catalyst Club in Santa Cruz, Tonic in Santa Barbara and The Music Box in Los Angeles, wrapping in San Diego at On Broadway, September 19.

Besides catching Benassi swooping into their hometown on his custom-made, eco-friendly *BBike made by iFixedGearModena*, fans can also experience brand new songs from his upcoming fifth studio album **SPACESHIP**, due out later this year on Ultra Records, at each DJ appearance. Further details about the album will be revealed at a later date, but in the meantime he has made available the first single, also titled "Spaceship," that features sultry vocals by Kelis and rhymes by apl.de.ap of the Black Eyed Peas and producer Jean-Baptiste. Check out the cosmic video here: <http://www.youtube.com/watch?v=ddC6GEHAlkg>

The tour is in collaboration between the Grammy Award-winning Benassi—an avid cyclist since jumping on at the age of 6, who almost went pro before falling in love with music—and Irifixedmodena, the Modena, Italy-based company that manufactures fixie bikes. On his *BBike*, designed for the occasion by Qubic New York, a design agency with Italian roots, and constructed by the technicians of Irifixedmodena, the famous Italian will be giving free reign to his greatest passions: music and cycling. Benny will pedal his way through spectacular landscapes, meeting people from all walks of life, friends, and fellow electronic music and bike enthusiasts en route. The entire journey will be documented and geotagged with his location. Fans are encouraged to join Benny on his ride by following along at www.BennyBenassiBikeTour.com. Benny's passion for biking began at a young age and spanned through his teenage years when he raced for several Italian teams. Constantly traveling across the globe via plane, Benny is always in search of any biking opportunity while on tour. Taking this innovative approach to touring, Benny is also proud of the eco-friendly method of travel via bike, where he'll be able promote cycling and healthy living simultaneously.

The cities Benny will pass through on the bike tour with performances set at include:

Date	City	Venue
Fri 9/10	San Francisco	Ruby Skye
Sat 9/11	Santa Cruz	Catalyst Club
Thu 9/16	Santa Barbara	Tonic
Sat 9/18	Los Angeles	The Music Box
Sun 9/19	San Diego	On Broadway

About BENNY BENASSI:

Hailing from Reggio Emilia, Italy, Benny Benassi rose to worldwide fame with the 2002 release of his enormous chart-topping hit single "Satisfaction." It was with that tune that he initiated a new genre of music dubbed as Electro, which earned him the crown "Godfather of Electro." The demand for Benassi as a DJ is incredible and he headlines major festivals and venues around the world, including performances at this year's Coachella and Electric Daisy Carnival festivals and major North American clubs including Pacha in New York and Government in Toronto. Benassi's previous album releases include 2003's Hypnotica (featuring "No Matter What You Do" and "Love is Gonna Save Us") as Benny Benassi presents The Biz, 2004's Pumphonia (whose singles "Illusion" and "Hit My Heart" became massive European hits) and 2005's ...Phobia as the Benassi Brothers, and 2008's Rock N Rave (featuring Iggy Pop, Black Box, and Mia J). Benny Benassi's new album Spaceship will be released this coming winter on Ultra Records.

www.BennyBenassiBikeTour.com

www.bennybennasi.com

www.iridefixed.it

www.qubicnewyork.com

www.amonly.com

www.ultrarecords.com

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