

## Rap Artist Young MC Wins Grammy Award and Contract for Pepsi Cola Radio Ads

SOMMERS, N.Y. -- Young MC, winner of a Grammy Award recently as the "Best New Rap Artist," has been signed to write and perform a series of 60 second radio commercials for Pepsi-Cola.

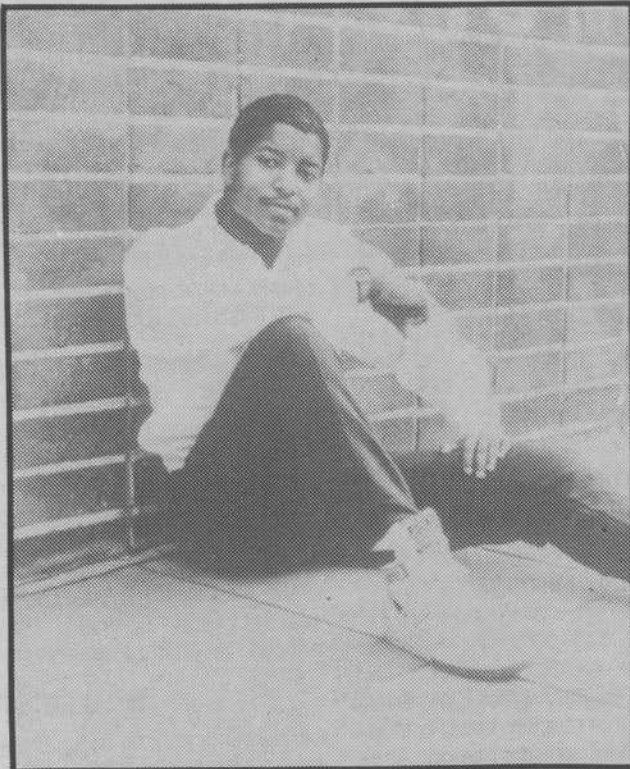
Titled "The Choice," the first of the commercials is set to debut on Urban Contemporary and Top 40 radio stations across the country.

In the commercial, Young MC draws an amusing parallel between his choice of soft drinks and other choices in life. A second Pepsi/Young MC radio commercial is due out later this year.

Young MC, who earlier received an American Music Award, won the Grammy Award for his song "Bust a Move."

Pepsi-Cola announced a far-reaching music strategy before the Grammy Awards that will include several innovative twists. Company officials said that in addition to Young MC, Pepsi has signed the popular Motown rhythm and blues quartet, "The Boys," to join the company's music marketing roster later this year.

"Contemporary musical tastes are as diverse as the consumers who buy our products every day," says Pepsi's Michael D. Simpson, Executive Vice President of Marketing and National



Young MC

Sales. "The signature sounds of these popular performers offer us unique opportunities to tap into very distinct groups of consumers." Previous co-creative partnerships between Pepsi and performing artists have inspired a number of popular commercials, including one with Michael Jackson starring in Pepsi's

unprecedented 4-1/2 minute episodic commercial, "The Chase," a four part adventure reminiscent of the serials produced in the early days of Hollywood.

Young MC, Chayanne, Martika and The Boys join previously announced 1990 Pepsi musical star Ray Charles, who also performed at the Grammy's.

## Darcus Speed "The Ultimate Entertainer" Brings Explosive Show to Casbar Lounge

No performer in Las Vegas captures a lounge audience like Darcus Speed. Her ability to ignite an audience is the result of her experience in a variety of venues. Darcus has appeared in the lounges of every major hotel-casino in Las Vegas, as well as showrooms, appearing as the opening act for Alan King, David Brenner, Don Rickles, and Bob Newhart. She is also well known for her work in the successful "Dream Street" production which enjoyed a two-year run in the main room at the Dunes.

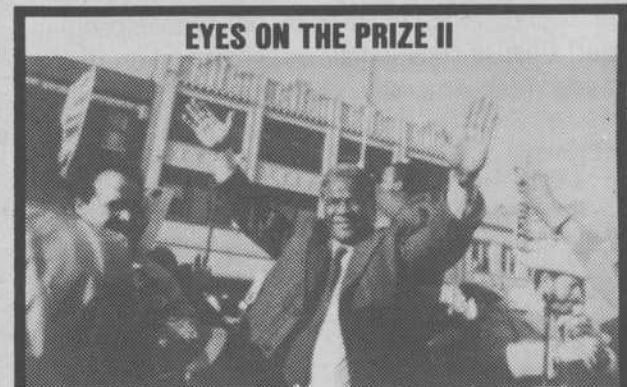
Now, Darcus brings her incredible vocal talent to the Sahara Hotel and Casino's Casbar Lounge, one of the favorites of Las Vegas performers. The comfortable, intimate Casbar is the perfect setting to hear Darcus sing a selection of Top 40, blues, country/western, and jazz.

Darcus Speed will appear in the Casbar Lounge Monday, March 12 through Sunday, March 25 from 7:00 pm until midnight.

For further information call the Sahara Hotel and Casino at (702)737-2111.



Darcus



Frustrated by decades of unfulfilled promises made by the city's Democratic political machine, reformers install Harold Washington as Chicago's first black mayor. "Back to the Movement (1979-mid-80s)," the final program in the eight-part series EYES ON THE PRIZE II, airs Monday, March 5, 1990 at 9 pm on PBS.

## KCEP Expands Its Sunday Night Slow Jam

Combining the best of modern soul ballads with classic R&B ballads from the past is the new format for the new "Sunday Night Slow Jam" every Sunday evening from 9 p.m. to midnight on KCEP-FM. Hosted by Jeff

"to the left" Palmer, this program is a smooth mix of adult R&B designed to entice and entertain all audiences.

"This program is the final component in our attempt to create an Adult Contemporary atmosphere, without

sacrificing our target audience," says General Manager Robert Scott Adams. "And judging from the response we've received, we will continue to provide our audience with the type of programming they request."

## Jimmie Walker Show To Be Taped at Caesars Palace

On March 13 the "Jimmie Walker and Friends III" Show will be taped before a live audience at Caesars Palace Circus Maximus Showroom. The show will include TV personality Jimmie Walker and comedians Roger Kabler and Steve Odekerk.

There will be two shows, 8 p.m. and 10:30 p.m. For show reservations and price information, phone (702)731-7333 or 800/445-4544. Audience members must be 18 years of age or older to attend.

LAW OFFICE OF  
**Geraldine Kirk-Hughes**  
ATTORNEY AND COUNSELOR  
AT LAW

233 South Fourth Street  
Las Vegas, NV 89101

Telephone (702) 384-4117  
(702) 382-2522

General Practice includes:  
 \*Bankruptcy \*Divorces \*Wills  
 \*Corporation (information)  
 \*Work-related Accidents (SIIS)  
 \*Automobile Accidents  
 \*Criminal Matters

## FREE PHONE QUOTES

"RATES TOO HIGH?"

- LOWER YOUR RATES
- EASY PAYMENT PLANS
- IMMEDIATE COVERAGE
- TRANSFER DISCOUNTS

IMMEDIATE SR22'S

- 1-3-6-12 MONTH POLICES
- AUTO • LIFE • HEALTH • COMMERCIAL

MOTOR HOMES

MOTORCYCLE

MOBILE HOMES

AUTO

HOMEOWNERS

OASIS INSURANCE AGENCY

1605 SOUTH EASTERN

382-2442

IN RENO — 1539 Vassar St. Ste. 105 • Reno, NV 89502 • (702) 786-1799