



**\* \* \* MEDIA ADVISORY \* \* \***

**NOTED LYRICIST TONY ASHER TO VISIT CARTEL IN THE DR PEPPER BAND IN A BUBBLE ON SATURDAY**

**CARTEL TO WELCOME ASHER INTO THEIR BUBBLE HOME TO COLLABORATE ON NEW ALBUM**

**WHAT:** Tony Asher, well-known lyricist, will pay a surprise visit to **Epic recording artists Cartel** in the **Dr Pepper Band in a Bubble**, located at Hudson River Park's Pier 54 in New York City. This Saturday, Asher, who is a huge inspiration to lead singer **Will Pugh**, will visit the bubble and collaborate with the band on their second album.

**Broadcast/photo opportunities include:**

- Visuals of Cartel inside the bubble
- Visuals of Asher arriving at the Bubble
- Visuals of surprised band members greeting Asher
- Visuals of Asher and Cartel working on the album

**WHO:** Tony Asher, most known for his work with the **Beach Boys** on their 1966 album, **Pet Sounds**, will visit **Epic recording artists Cartel** including, singer and keyboard player **Will Pugh**, guitarists **Joseph Pepper** and **Nic Hudson**, bass player **Jeff Lett** and drummer **Kevin Sanders**.

**WHEN:** Saturday, May 26 at 1:00 p.m. EDT

**WHERE:** Hudson River Park's Pier 54  
Westside Highway and 13<sup>th</sup> Street  
New York, NY 10014

**DETAIL:** Dr Pepper, MTV, and Epic recording artists Cartel are giving music fans more of what they want this summer...a first-time, real-time look into the making of the band's newest album during Dr Pepper Band in a Bubble. In what is sure to be the most talked-about music event of the year, Cartel will be sealed inside a huge transparent bubble on Hudson River Park's Pier 54 in New York City from May 24 through June 12, and every move they make will be live for the world to see as they eat, breathe, sleep and record the follow-up to their breakthrough debut album, **CHROMA**. Web cameras will give special access to live content on [www.drpepperbubble.com](http://www.drpepperbubble.com) and the event will air as a music special with four 30-minute episodes on MTV.

To view the online press kit, please visit <http://onekit.enr-corp.com/1001772/index.html>.

**CONTACT:** To schedule an interview with Cartel and Tony Asher, please contact:

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