

Kendrick Lamar Headlining Mass Appeal Launch Party At SXSW



Kendrick Lamar is headlining Mass Appeal's launch of their 52nd magazine at the Austin Music Hall in Texas during SXSW. He will be joined by Pusha T, Bun B, Danny Brown, A\$AP Ferg, Joey Bada\$\$, Roc Marciano, Alexander Spit at the event on March 15th. Hosted by BBC Ice Cream, the launch event will feature a selection of exclusive content from Mass Appeal's archives and a screening of Jason Goldwatch's most recent Time Pieces, intimate mini-documentaries celebrating cultural creators. Doors open at 8pm on March 15, 2013. For complete artist lineup and event information, go to <http://massappeal-icecream.splashthat.com/>