



XOXO THE MIXTAPE MANIFESTO

a pop culture
confessional



The Mixtape Manifesto

Press Release

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MUSIC INDUSTRY PROFESSIONAL RELEASES DEBUT TELL-ALL

"A collection of short stories spanning more than a decade woven together to create the misguided anti-love story of a young man learning about the opposite sex through music, movies, and television."

LAS VEGAS, NV, July 12- Music and sports industry professional Sean "SW" Hammond of Las Vegas, debuts his collection of real life short stories *The Mixtape Manifesto: A Pop Culture Confessional* as part of Surf Star Media's ePublishing line.

Hammond, spending more than a decade working for Sony Music Entertainment, Warped Tour, and Major League Baseball, has been documenting and reflecting upon his career and life contributing numerous articles to music, athletic, pop culture, and lifestyle publications. In addition, he is currently working on a set of fictional novels, the first, *The Final Book: Gods* set to be released by Surf Star Media late in 2016.

Raised on rock n' roll, with a particularly strong affinity for women who rock, Hammond blends an unparalleled view of pop culture and philosophy that follows him from his early twenties through his early thirties.

The Mixtape Manifesto is rich with photography capturing Hammond's days as a tour manager on Warped Tour and working for Sony Music Entertainment, as well as bringing to life the music, movies, and television that has plagued his rational sense of love and relationships. From childhood viewings of *Full House* leading to his lifelong hatred of John Stamos, his introduction to the Riot Grrrl movement and Kathleen Hanna, and to a questionable infatuation with *The OC*'s Summer Roberts - each story blends a reflective Kevin Arnold-like inner monolog with Wild Turkey.

The Mixtape Manifesto is the byproduct of one too many romantic comedies. Inspiration, enlightenment, and delusion fuel Hammond's quest as he searches for a bit of meaning to life and someone to share it with.

Hammond is available for interviews and appearances. Please contact william@surfstarmedia.com for booking.