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West Coast Sessions! - BBC Radio 1 Personality Bobby Friction and cheb I sabbah Headline Music Tour in San Francisco, November 6th and Los Angeles, November 8th To Benefit Project Ahimsa Youth Music Programs

[WEBWIRE](#) – Tuesday, October 14, 2008

(SAN FRANCISCO, October, 2008)- Project Ahimsa, an internationally recognized non-profit devoted to the empowerment of youth through is presenting a two city exclusive tour featuring the top two global DJs of nu-bhangra, world beats and urban desi sounds. The tour is a benefit for Project Ahimsa, who raises funds for music education programs around the world and impacts 10,000 children through over seventy grants since 2001.

CONTACT INFORMATION

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WHO:

Legendary UK DJ Bobby Friction (BBC Radio 1) - one of the hottest DJs in the world spinning Bhangra and Indian-influenced Hip Hop along with special guest cheb I sabbah and Dhol Rhythms.

WHERE & WHEN:

San Francisco:

Thursday, November 6-10:00pm-2:00am

@SUPPERCLUB

657 Harrison St, San Francisco, CA 94107

LA:

Saturday November 8- 10:00pm-2:00am

@ JOSEPH'S CAFÉ

1775 N. Ivar Ave. Hollywood, CA 90028

"I'm proud to join my U.S. brothers and sisters again for a string of shows benefitting an important cause, youth empowerment," states Friction. "Project Ahimsa has been near and dear to me over the years and I'm proud to support the organization with this exciting tour."

Project Ahimsa has expanded its work over the past seven years and now serves youth in Nicaragua, India, Tanzania, Thailand, Brazil, Guatemala, Cuba and here in the United States. Proceeds from both shows will create a music program at Uganda's House of Hope orphanage for children with HIV and AfricaLive! a music program for kids in Ghana run by reggae star Rocky Dawuni. The tour is being co-presented by international calling service Rebtel and EthnikPR, a multicultural marketing and PR agency.

"This is the first time that bhangra is going to benefit Africa's youth in a creative way." states Project Ahimsa Director James Kuzin. "These cross-cultural initiatives bring us all together and drive the future of Project Ahimsa demonstrating that there is a universal language between us

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all, music.”

The music tour’s headliner, Bobby Friction is a UK-based DJ/Artist who has represented the British Asian sound as a DJ all over the world. Friction has built a reputation as a genre mixing Asian turntablist from Asia to the US, and from the Middle East to the whole of Europe. Tickets are \$ 20/ advance \$30/ door. To buy your tickets, visit www.projectahimsa.org/westcoast/

 [Bobby Friction](#)
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