

## Hip-hoppers, Hipsters, and Hippies Together

Written by Staff

Tuesday, 06 March 2012 06:56 - Last Updated Tuesday, 06 March 2012 06:57

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MOG Inc., a next generation music media company and owner of The MOG Music Network (MMN), the premier destination for music content online and largest music focused advertising network, today announced the line-up for its Intel sponsored event during the South by Southwest (SXSW) Music Festival in Austin, TX, on Saturday, March 17. Returning for its third year at The Mohawk, known for its unique indoor-outdoor space for live performances, *MOG at the Mohawk* will again prove to be the ultimate spot to enjoy music from new and up-and-coming artists.

The legendary Roots, best known for their jazzy, eclectic approach to hip-hop and as the house band on *Late Night with Jimmy Fallon*, are slated to headline the event. The Roots performance at MOG's event will be their only performance during the SXSW Music Festival. Along side The Roots, partygoers will enjoy music from legendary musician, Bob Mould whose performance at *MOG at The Mohawk* will be one of two appearances during SXSW. Fans will enjoy a SXSW exclusive performance of his most popular album, Sugar's 1992 college radio staple, *Copper Blue*.

Other notable acts include the following:

- The Roots
- Bob Mould
- Blitzen Trapper
- The War on Drugs
- Gary Clark Jr.
- Cloud Nothings
- Howlin Rain
- G-Side
- K. Flay
- The Silent Comedy

*MOG at the Mohawk*, presented by Intel, will be a free, all-ages event, taking place on Saturday, March 17 from noon to 6pm in downtown

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Austin

at The Mohawk located at 912 Red River Street (at East 10th). For additional information about *MOG at the Mohawk*

, visit

<http://bit.ly/zRGcy0>

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