

FOR IMMEDIATE RELEASE

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**A&M RELEASES FOUNDATIONS FORUM '91**  
**A WEEKEND IN HELL VIDEO**

*"The thing about rock n' roll is that it's gonna be here forever. It's real stuff that talks about real issues...life, death, and fucking. It's the music of the here and the now. It's modern folk music, that's what it is."*

--Kiss' Gene Simmons from **A WEEKEND IN HELL.**

Hollywood, CA - On November 3, A&M Records will release **FOUNDATIONS FORUM '91 - A WEEKEND IN HELL**, a 68-minute home video that documents Concrete Marketing's fourth annual Foundations Forum, a three-day whirlwind of panels, parties, and showcase performances of hard music's hottest bands, including Megadeth, Soundgarden and Ugly Kid Joe. Foundations Forum is put on by Concrete Marketing, the preeminent specialists in the independent marketing and promotion of hard music. This is the first time that a video of the event will be marketed in the United States.

Taped during last year's Forum, which drew over 3,500 of the hard music community's artists, fans, and industry leaders, the video is a must for students and fans of the genre. A film crew was sent into the inferno and captured the madness as thousands of hard music devotees converged on L.A. for the hard music event of the year. As Foundations' founder Bob Chiappardi puts it, "It's three days of hard rock, hard metal, hard alternative fans, bands and industry people crammed into a hotel having a great time."

**FOUNDATIONS FORUM '91 - A WEEKEND IN HELL** captures ten blistering live performances, and includes montage coverage of discussion panels with industry leaders and artists as well as excerpts from the Concrete Foundations Awards Ceremony hosted by MTV's Riki Rachtman with acceptance speeches by Megadeth, Pantera and Alice In Chains among others. The video also features behind-the-scenes footage of musicians, fans and industryites and provides an uncensored up-close glance into the heavy metal lifestyle of the conventions' participants touching on

everything from censorship and artistic control, to tattoos and sexual attitudes.

In one memorable moment, Motorhead's notorious Lemmy sums up his personal outlook, "I've done most of the things you can do on a bus without actually rupturing myself or getting a hernea," he says "and they've all been very pleasant, really. I can't complain...I remember one of their names is Barbara."

**FOUNDATIONS FORUM '91 - A WEEKEND IN HELL** includes live performances by the country's leading hard music bands such as Megadeth, Soundgarden, Ugly Kid Joe, Bang Tango, Prong, Lillian Axe, XYZ, The Almighty, Screaming Jets, and Asphalt Ballet and features special appearances by Megadeth's Dave Mustaine, Kiss' Paul Stanley and Gene Simmons, Pantera's Phil Anselmo, Alice In Chain's Layne Staley and Jerry Cantrell, Suicidal Tendencies' Mike Muir, Body Count's Ernie C., Poison's Rikki Rockett, Slaughter's Dana Strum and Mark Slaughter, and Motorhead's legendary Lemmy.

Foundations Forum is what Chiappardi, founder of Foundations Forum and President of Concrete Marketing describes as, "a yearly meeting of everyone in the hard music industry. We bring radio, retail, press, artists, fans, up-and-comers...anyone with an interest in the genre...together to exchange ideas and see and hear new music, much in the same way we share ideas and information throughout the year in Foundations magazine.

"The very first Forum was created when we realized that other industry gatherings only devoted one or two panels to hard music. We thought that there were enough people and interest in the genre, and it was important enough to warrant its own gathering," Chiappardi explains. "We expected 250, planned on 500, and 1,000 arrived."

**FOUNDATIONS FORUM '91 - A WEEKEND IN HELL** is directed by Evan Stone and produced by Cindi Conti for Mercenary Films, Inc. Executive producers are Bob Chiappardi of Foundations Forum and Jim Guerinot and Rich Frankel of A&M Records.