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Natasha Bedingfield to Headline Beverly Hills' 9.02.10 Day!

Beverly Hills, CA – International pop sensation and Grammy nominee Natasha Bedingfield will kick-off the weekend-long 9.02.10 festivities in Beverly Hills. The “City with the Zip” will be partying, Beverly Hills style, on September 2, 2010! On the surface, it’s any regular day, but in Beverly Hills it’s cause for a once-in-a-lifetime celebration.

Translated numerically, September 2, 2010 honors the City’s famous zip code – 9 0 2 1 0 – and becomes an opportunity to welcome residents and visitors to “Celebrate Beverly Hills!” The festivities kick-off on a grand scale with a world-class event hosted by Larry King and filled with gourmet food, wine and marquee entertainment on the tented rooftop of the former Robinson’s May parking structure. There will be no direct cost to taxpayers, due to the generosity of civic, corporate and community donors.

Since Natasha released her massive debut album *Unwritten* in the U.S. back in 2006, she has sold more than 10 million singles and albums worldwide. Her single, *Unwritten* became the most played track at pop radio in 2006, was the first #1 pop single in the U.S. by a British Female Solo artist in 19 years and garnered the singer-songwriter her first Grammy nomination. Natasha’s success continued with the release of her sophomore album *Pocketful Of Sunshine* two years later, with the title track selling nearly 3 million copies. Natasha is set to release her third studio album entitled *Strip Me* in the fall. Her first single “Touch” is currently available on iTunes.

The celebration continues through the Labor Day weekend with a “Taste of Beverly Hills” sponsored by *Food & Wine* magazine where guests will celebrate all things epicurean, including live cooking demonstrations from renowned chefs, restaurant tastings and live musical performances.

Tickets are on sale now! Watch the party unfold at www.beverlyhills.org/90210Day!

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