



Cypress Hill

WITH

LONDON SYMPHONY ORCHESTRA

PR CAMPAIGN ANALYSIS



JULY 2024



KEY STATISTICS + QUOTES

TOTAL REACH: **218,371,273**

PR VALUE: **£4,130,907**

TOTAL PIECES OF COVERAGE: **615**

WED 10 JULY - most read news story on the BBC website

	PIECES	AUDIENCE	PR VALUE
TV	15	32,467,067	£2,325,246
RADIO	228	63,344,719	£327,789
ONLINE	364	121,294,082	£1,411,209
PRINT	8	1,265,405	£66,663

New York Times: *Frampton missed an electrifying show. Few in the crowd even touched their seats throughout the performance, dancing and drinking and rapping along — more stadium than philharmonic.*

Daily Telegraph: *There was limitless good-natured fun here... “Destiny fulfilled,” beamed the shades-wearing B-Real at the last. In extraordinary circumstances, to be sure.*

BBC: *Whether the show writers can predict the future or not...For Cypress Hill, at least, they feel tonight’s show has been their destiny. For Cypress Hill, at least, they feel tonight’s show has been their destiny.*

The Upcoming: *What started as a joke on an episode of The Simpsons culminates in a spectacular orchestral reimagining of seminal West Coast hip hop.*

Total Rock: *Cypress Hill managed to pull off a genuinely fresh, exciting and likely legendary performance. The cameras around the stage indicate that thankfully the night was filmed for posterity, but for those lucky enough to be there in person, it will be hard to beat that feeling.*



FIRST ANNOUNCEMENT



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LSO + Cypress Hill; Al-Yamamah; Christian influencers; Bill Gross - time traveler



A vision of the future



INSANE IN THE BRAIN

Cypress Hill and the London Symphony Orchestra are Making a Classic 'Simpsons' Bit a Reality

Nearly 30 years after the two were "paired" in the famous "Homerpalooza" episode, the rap troupe and orchestra will play a show at Royal Albert Hall

BY JON BLISTEIN

MARCH 22, 2024





FIRST ANNOUNCEMENT (cont.)

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Simpsons' Cypress Hill London Symphony Orchestra gag comes true

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Hip hop legends Cypress Hill to play The Royal Albert Hall with the London Symphony Orchestra

Sat 23 Mar 3.47am • The show, scheduled for July, comes 28 years after a joke on The Simpsons saw the group accidentally book the orchestra when high.

LAD BIBLE

Updated 15:54 25 Mar 2024 GMT Published 17:28 23 Mar 2024 GMT

Almost 30-year-old Simpsons joke just came true in another bizarre prediction from show

The writers room really ought to explain what's going on at this point



INTERVIEWS



pa media





GENERAL NEWS



The Page 3 Profile
CYPRESS HILL, ANOTHER STRING TO THEIR BOW

Be real, that can't be true
Hip-hop legends Cypress Hill said they were due to fulfil their "destiny" last night by performing with the London Symphony Orchestra (LSO) – making a Simpsons joke from 1996 come true.

B-Real (centre, with Eric Bobo and Sen Dog), real name Louis Mario Freese, said he and his bandmates were "blown away" when they first saw themselves portrayed on the long-running US cartoon decades ago. And he said they had been planning the performance, which finally materialised at London's Royal Albert Hall, ever since.

Insane idea?
Cypress Hill formed in 1988, and shot to worldwide fame with 1993's *Black Sunday*, which featured singles such as "Insane in the Brain" and "I Ain't Goin' Out Like That". They have sold 20 million albums.

In the Simpsons episode "Homerpalooza", Cypress Hill speculate that they may have mistakenly booked the LSO, "possibly while high". After years of fan pressure, they turned the joke into reality.

Destiny
"After the episode came out, our producer DJ Muggs was like, 'That might actually be a cool idea,'" B-Real said.

"We forgot about it, and before you know it, Wu-Tang was doing a symphony show. And we thought, well, f**k, that's our destiny..."

They have also played two shows in the US with the Colorado Symphony.

The Simpsons has form for forecasting the future, including Donald Trump's presidency and a tiger attack on the Las Vegas magicians Siegfried and Roy.

Casey Cooper-Fiske





Cypress Hill Makes 'Simpsons' Symphony Gag A Reality 28 Years Later

A 1996 joke on the show about the rap group performing with the London Symphony Orchestra came true Wednesday night at the Royal Albert Hall.

By David Moye

11/07/2024 08:41pm BST

[f](#) [t](#) [F](#) [in](#) [e](#) [o](#)



Hip-hop band Cypress Hill makes 1996 Simpsons joke come true

London Symphony Orchestra to play Black Sunday album at Royal Albert Hall decades after featuring on TV show



Cypress Hill's cartoon band members with Homer Simpson in the Homerpalooza episode from 1996. Photograph: 20thCentFox/Everett/Shutterstock



GENERAL NEWS (cont.)



Cypress Hill say making ‘The Simpsons’ orchestra joke “a reality” is one of their “biggest moments” ahead of London Symphony gig

The band will perform at the Royal Albert Hall tonight

By **Damian Jones** | 10th July 2024



B-Real of Cypress Hill and Homer Simpson CREDIT: Getty/Sky

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Holly Patrick | Wednesday 10 July 2024 07:15 BST



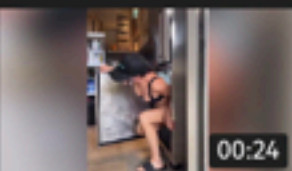
Cypress Hill reveal how they made 28-year-old Simpsons joke come true

Cypress Hill have revealed how they made a *Simpsons* joke about performing with the London Symphony Orchestra (LSO) come true. The hip hop legends were portrayed on the long-running US cartoon in a 1996 episode, when the band accidentally booked the orchestra to play with them at "Hullabalooza". *The Simpsons* has made several eerily-accurate predictions in its episodes, such as the horse meat scandal and smart watches. B-Real explained that the idea to collaborate with LSO "always followed" the group. He added: "After the episode came out, our producer DJ Muggs was like, 'that might actually be a cool idea, we should probably do that'."

Up next



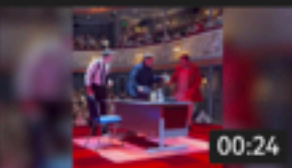
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GENERAL NEWS (cont.)

BBC

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Cypress Hill make 28-year-old Simpsons joke come true



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Homer Simpson and Cypress Hill in the president episode, called Homerpalooza

EveningStandard.

Cypress Hill will make Simpsons joke come true at Royal Albert Hall tonight

Cypress Hill will play the Royal Albert Hall with the London Symphony Orchestra



Cypress Hill fulfil 1996 Simpsons prediction

John Dunne

HIP hop legends Cypress Hill said they will fulfil their “destiny” when they make a Simpsons joke about performing with the London Symphony Orchestra come true. The band were featured in a 1996 episode of the cartoon, where they were depicted accidentally booking a gig with the world famous orchestra “possibly while high”. The unlikely collaboration is due to take place at the Royal Albert Hall tonight. 3-Real, real name Louis Mario



Manifesting: Cypress Hill in the show

Freese, said he and his bandmates were “blown away” when they first saw the cartoon and had been planning the performance ever since. He told Sky News: “We’ve done

some pretty damn big gigs, but this is with some of the best musicians in the world, so yeah, we’re excited. “This is one of the places that as a hip-hop artist, you don’t expect... so that’s another thing we’re honoured by. We’re not only playing with the LSO, but we’re playing in their house — the most prestigious place to play.” Cypress Hill formed in 1988 and shot to fame with songs such as Insane In The Brain. The Simpsons has gained a reputation for predicting the future, including the election of Donald Trump as president.

The Daily Telegraph

Cypress Hill to play with orchestra nearly 30 years after The Simpsons predicted it

Rap group appeared in 1996 episode and asked to play with the London Symphony Orchestra - which will now come true at the Royal Albert Hall

By Craig Simpson
10 July 2024 - 1:01pm



The Homerpalooza episode features Homer Simpson with rap group Cypress Hill

Further coverage from national UK press: **Mail Online, Daily Star, Daily Mirror, Daily Express, Louder, STV and more...**

The Daily Telegraph

The night a Simpsons episode came true

Pop

Cypress Hill with London Symphony Orchestra

Royal Albert Hall, London SW7

★★★★★

By Andrew Perry

It was a match first dreamt up in an episode of *The Simpsons* 28 years ago.

Back then, Cypress Hill were the stars of West Coast gangsta rap, thanks to a chart-topping album in the US, *Black Sunday*, its edgy, bass-heavy sound overlaid with rhymes about smoking marijuana and shooting people. The joke in *The Simpsons* centred on the chaotic Latino-American hip hop group having hired the London Symphony Orchestra for a gig, only to get so stoned they forgot all about it.

Just as the cartoon famously “predicted” Donald Trump’s presidency, so the classical/rap alliance actually came to pass after rapper Louis Freese, aka B-Real, now 54, approached the LSO.

As Freese led the band’s contemporary incarnation to join the 70-strong orchestra onstage in the illustrious Royal Albert Hall, it was hard to know what to expect.



In synch: West Coast rappers Cypress Hill formed an unlikely but inspired partnership with the LSO

After all, the group’s original music featured only the occasional screeching violin sample. When he kicked off a complete run-through of *Black Sunday* by yowling its unequivocal opener, *I Wanna Get High*, it was possible that this collision of cultures might turn out to be a car-crash.

Freese and co, however, rose to the occasion, lifting the sell-out crowd from their seats with the loping groove of *I Ain’t Going Out Like That*. The wind and string players added long-sustained notes to beef up the ruckus.

“Y’all feeling crazy?” Freese wondered as flagship hit *Insane In The Brain* launched on stabs of brass. They’ve used a brass section before, and this was like a supersized version, each track topped and tailed with a flourish, and accented by an army of sawing bows and parping horns.

On *Cock The Hammer*, the orchestration only amped up the music’s inherent cinematic qualities; thereafter, a butler brought Freese and co-rapper Senen Reyes (Sen Dog) tequila shots, to toast a job well done.

There was limitless good-natured fun here: announcing *Hits From The Bong*, Freese shared a conspiratorial grin with conductor Troy Miller, and asked the house to “give it the f--- up for Troy – that’s a baaad man right there!”

On it went, with a selection of classics, including the trafficker’s anthem *Dr Greenthumb*, and breakout hit *How I Could Just Kill A Man*, rendered with a cacophonous blast.

“Destiny fulfilled,” beamed B-Real. In extraordinary circumstances, to be sure.

No further performances

Cypress Hill with the London Symphony Orchestra: high time The Simpsons prediction paid off

★★★★☆

B-Real and Sen Dog joined the 70-strong orchestra onstage at Royal Albert Hall

By Andrew Perry
9 July 2024 • 2:09am



The New York Times

A ‘Simpsons’ Joke Comes True for Cypress Hill

The famed California hip-hop group played with the London Symphony Orchestra — 28 years after “The Simpsons” dreamed up the collaboration.

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LOUDER

"We need to make this happen again." Cypress Hill make hip hop history with the London Symphony Orchestra (and a former member of Fear Factory) at the Royal Albert Hall

What started as a gag on The Simpsons becomes a part of music history as hip hop legends Cypress Hill celebrate their 1993 breakthrough Black Sunday with a full orchestra

★★★★★ By Rich Hobson published 11 July 2024

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(Image: © Andy Paradise)



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CYPRESS HILL AND THE LONDON SYMPHONY ORCHESTRA – LIVE IN LONDON

WRITTEN BY JAHMEL FARAHANI ON JULY 13, 2024



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Cypress Hill with London Symphony Orchestra at the Royal Albert Hall



Cypress Hill with London Symphony Orchestra at the Royal Albert Hall

★★★★★

Highlights

Hits from the Bong, A to the K, Cuban Necktie

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