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**BUD E. LUV RECORDS DEFINITIVE VOCAL VERSION OF “MUSIC TO WATCH GIRLS BY”
AND SETS 35TH ANNIVERSARY CELEBRATION HOSTED BY WILLIE BROWN**



Bud E. Luv performs “Music To Watch Girls By” at Mr. Tipple’s/San Francisco

Genius is banded around far too easily, but in the case of Bud E. Luv I really think it’s justified! – Malcolm McDowell

What makes Bobby Vickers -- aka, Bud E. Luv -- so good is that the joyous, lighthearted presentation is underpinned by decades of disciplined, razor-sharp musical exploration.. don’t be fooled, you’re listening to a master. – Livingston Taylor

This man's sense of humor is so skewed he really should be taken off the street. – Paul Shaffer

I've seen The Budster perform many times, and it's always a life changing experience.. I think. – Huey Lewis

Something is very wrong with Bud E. Luv. He needs serious help and I refuse to get involved. – Conan O'Brian



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It was a mere 35 years ago this past Valentine's Day that singer/showman Bobby Vickers decided to inhabit an alter ego he fittingly dubbed Bud E. Luv. "Mr. Luv," as he's known to the always deferential members of his ensemble, modestly named The Bud E. Luv Orchestra including long-enduring cohorts Mikey Luv (Michael Hatfield) and Markey Luv (Marc Baum) went on to become a fixture on the San Francisco music and nightlife scene. Friday, April 21 is the release date of "Music To Watch Girls By," a new recording from "The Budster," that will launch at a gala 35th anniversary celebration hosted by former San Francisco Mayor Willie Brown at Menlo Park's Guild Theatre.

Over the course of four decades Bud E. Luv has played a myriad of local Bay Area venues for many year, including his home base the Paradise Lounge, as well as Bimbo's and The Fillmore (the latter at the request of headliners Stone Temple Pilots). He had an eleven -week run at New York's Jewel Box Theater and also played the city's premier rock club The Bottom Line. He appeared at The Regatta Bar in Cambridge, MA, Sculler's in Boston, Seattle's Crocodile Café, The Casbah in San Diego and at numerous LA showplaces including Luna Park, Largo, The

Roxy and Viper Room. Bud E. Luv performed at the MTV-televised Sharon and Ozzy Osbourne renewal of vows and brought his act to the Harrah's in Atlantic City, The Dunes in Las Vegas and Super Bowl Eve million-dollar bashes in Miami and Jacksonville.

Vickers explains that Bud E. Luv was born of necessity. "I invented an alter ego that enabled me to sing material in a wide variety of styles and genres. He's a character that I thought I could grow old with; there's no shelf-life or 'sell by' date for The Budster. He's eternal and always ready to give any piece of repertoire his all."

Now, at the behest of Tom Donald, founder of San Francisco's hiTrecords, Bud E. Luv has recorded "Music To Watch Girls By," set for release – no fooling – this April 1. A companion video, shot at downtown San Francisco's stylish Mr. Tipple's Jazz Club, is being prepped for release in advance of the music. It was Donald's idea to record the Bud E. Luv version of the song that was a hit twice in the late '60s, the Bob Crewe Generation's top 15 instrumental version and Andy Williams' top 40 vocal version. He commented, "Our view is that people are going to be people and do what people do. Naturally, and irrespective of changing societal mores, meaning we're going to look at each other, and appreciate what we see, regardless of age, appearance, or anything else. The world is there and meant to be recognized. And valued and respected. Mr. Luv understands the essential dynamic between people; he's lived long enough and seen enough of the world to know that it's not about degrading the visage, but instead honoring and celebrating it in all its forms."



Bobby Vickers and "Music To Watch Girls By" video co-star Ilana Niernberger

The video, directed by Tom Donald, finds Bud E. Luv on stage singing his heart out to an audience of . . . empty seats. As the performance progresses, an audience of one reveals itself. Ilana Niernberger plays a beautiful woman who appears taken with Bud E.'s performance until she isn't there. In a wistful turn, it seems that the performer is oblivious to her non-existence.

Some have suggested the mise-en-scène recalls the work of Ingmar Bergman both in terms of the black and white look and the mystical aspect of what happens/doesn't happen.

When Bud E. Luv first emerged from the musical -- some say delusional -- mind of Robert Vickers, Willie Brown was Speaker of the California State Assembly. Over the years that he served in the Assembly and later, as two-term Mayor of San Francisco, he and Vickers/Luv developed a lasting friendship based on mutual admiration, a love of music and the fact that they are both notably flamboyant dressers. Luv notes, "I'm going to dedicate our 35th anniversary show to "Hizzoner" and a little ditty I wrote that's also the title of my best-selling book, *You Oughta Be Me.*"

About hiTrecords

Tom Donald grew up in a musical home in Connecticut, and early in his teenage years began to play an old nylon-string guitar his sister had outgrown. Then, captivated by the sight of groups like the Beatles and The Rolling Stones on the Ed Sullivan show, he finally bought himself an electric guitar. On moving to San Francisco in his early twenties, Tom began to play guitar, bass and keyboards in various groups but concentrated on writing and producing songs, for himself as well as other artists. Fast forward to present day, he and his wife Mitzi Ngim operate a digital record label, hiTrecords, that counts eleven artists on its roster. "Music to Watch Girls By," by long-time friend Bud E. Luv, is hiTrecords' 54th release.