



March 22 - 28, 1981

## Solar Galaxy Of Stars On 50-City Tour



The Whispers



CARRIE LUCAS

A second "Solar Galaxy Of Stars" tour, headlining The Whispers, Lakeside and Shalamar, three of the hottest black contemporary groups in the country, will run through June covering fifty cities and every major record market in the United States.

RCA Records, which manufactures and distributes Solar Records, has launched an extensive merchandising, promotion and publicity

campaign to support the tour and take immediate advantage of the concentrated exposure it offers to its three chart-riding stars.

The Whispers, Lakeside and Shalamar — all of whom started on the initial "Solar Galaxy Of Stars" tour last year that played to more than a million people — are currently positioned high on all music industry charts; each has a single and an album that has crossed over to

"pop" hit status. The Whispers' album, "Imagination," has gone Gold and the single from it, "It's A Love thing," is close to that level as is Shalamar's album, "Three For Love," from which two singles have sprung, the currently charting "Full of Fire" and their newest, "Make That Move." Lakeside's album, "Fantastic Voyage," has gone Gold and produced the hit single by the same title and their new release, "Your Love Is On The One."

Announcement of the "Solar Galaxy Of Stars" tour was made by Dick Griffey together with Ray Harris, division vice president, Black Music, RCA Records. "Remember," Griffey said, "when we organized last year's tour, we went with just one known group, The Whispers. This year, with Lakeside riding a crest and Shalamar coming off a Gold album and single, we've got three established acts and should far surpass the success of our first venture."

"The Solar tour is a major event that provides us with great opportunity," Harris said. "We intend to focus all our energies in a marketing thrust that will result not only in record sales of current Solar products, but in this label's catalog, as well."

For the show, a special 60 x 40 foot stage has been constructed that will feature backdrop logos for each of the artists involved. Special effects utilized for the show will include fog, harmless explosive and an assortment of pertinent props.



Shalamar



LAKESIDE

