



THREE-TIME GRAMMY® WINNER AND MUSIC MOGUL SEAN "DIDDY" COMBS TO RECEIVE INDUSTRY ICON HONOR

THE RECORDING ACADEMY® AND CLIVE DAVIS TO HOST THE ILLUSTRIOUS PRE-GRAMMY GALA ON SATURDAY, JAN. 25, 2020

SANTA MONICA, CALIF. (DEC. 18, 2019) — Recognized for his 25-year trailblazing career and continuous influence on the music industry and beyond, three-time GRAMMY® winner and multi-hyphenate Sean ‘Diddy’ Combs is named as the 2020 GRAMMY Salute To Industry Icons® honoree. The Recording Academy® and Clive Davis will celebrate Combs musical accomplishments at the annual Pre-GRAMMY Gala on Saturday, Jan. 25, 2020, the evening preceding the 62nd Annual GRAMMY Awards®.

“For nearly three decades, Diddy has fused his boundless creativity and sharp entrepreneurial spirit to create timeless art and build brands and institutions that have shifted our global music culture,” said Deborah Dugan, President/CEO of the Recording Academy. “By bringing the music and lifestyle of East Coast hip-hop to the masses, he was an early reminder of music’s unifying ability to flip our perceptions and broaden our connections to all corners of the world. Over the years, Diddy has persistently empowered other music creators and we’re honored to celebrate his culture-shaping impact at this year’s Pre-GRAMMY Gala.”

“It’s personally so gratifying that Sean “Puffy” Combs is this year’s icon. He fully deserves this wonderful recognition,” said Clive Davis, co-host of the Pre-GRAMMY Gala. “From his past innovative and creative contributions right from the very inception of the hip hop revolution, to his many memorable appearances at the Pre Grammy Gala as both speaker and performer, it’s all come full circle. I couldn’t be happier for Sean as a dear friend and colleague.”

Combs started his career as an intern at Uptown Records, which began his journey to creating his own label, Bad Boy Records. Combs has fostered talent that includes Mariah Carey, Method Man, Boyz II Men, Lil’ Kim and more. His musical legacy lives far beyond the studio, stage or streams. As an established actor and executive producer in film, television and on Broadway, his cultural influence expands to his digital cable network REVOLT and its experiential development initiatives, including the REVOLT Summit. Combs continues to apply the same drive and entrepreneurial spirit to his philanthropic work and political activism with Capital Preparatory Harlem Charter School, helping fulfill his lifelong commitment to supporting education and empowering future leaders.

“Clive Davis and Arista Records gave me a chance when I was starting Bad Boy Records, he was one of the first industry executives to really believe in me. I’m forever grateful for him,” said Sean Combs. “To be honored at this year’s Pre-GRAMMY Gala and receive the Industry Icons® Award is truly a blessing.”

Combs joins a prominent list of previous honorees, including Herb Alpert & Jerry Moss, Clarence Avant, Irving Azoff, Martin Bandier, Sir Richard Branson, Shawn "JAY-Z" Carter, Clive Davis, Ahmet Ertegun, David Geffen, Berry Gordy, Lucian Grainge, Debra L. Lee, Doug Morris, Mo Ostin, and Antonio "L.A." Reid.



For the past decade, the invitation-only Pre-GRAMMY Gala has included a presentation to honor industry luminaries through the Recording Academy's GRAMMY Salute To Industry Icons award. Sponsored by Delta, Ford, Hilton, JBL By Harman, IBM, and Mastercard, the night has become one of the music industry's most distinguished events as it convenes music's most innovative and influential creators and professionals.

ABOUT THE RECORDING ACADEMY

The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music's history while investing in its future through the GRAMMY Museum®, advocates on behalf of music creators, supports music people in times of need through MusiCares®, and celebrates artistic excellence through the GRAMMY Awards—music's only peer-recognized accolade and highest achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @RecordingAcad on [Twitter](#), "like" Recording Academy on [Facebook](#), and join the Recording Academy's social communities on [Instagram](#), [YouTube](#), and [LinkedIn](#).

ABOUT CLIVE DAVIS

Clive Davis began his career at Columbia Records where he was appointed president in 1967 and signed such legendary rock artists as Janis Joplin, Santana, Bruce Springsteen, Billy Joel, and Earth, Wind & Fire. In 1974 Davis co-founded Arista Records where he signed Barry Manilow, Patti Smith, and Whitney Houston, and further developed the careers of the Kinks, the Grateful Dead, Dionne Warwick, and Aretha Franklin. His business ventures include forming LaFace Records in 1989 with Babyface and L.A. Reid, and creating Bad Boy Records in 1994 with Sean "Diddy" Combs. In 2000 J Records was born (in partnership with BMG) and emerged as a dominant force, producing the works of Alicia Keys and Maroon 5. Davis was then appointed chairman/CEO of BMG U.S. Label Group where he oversaw an expanded RCA Music Group, including J Records, RCA Records and Arista Records. After BMG and Sony Music merged, in 2008 Davis was appointed chief creative officer, Sony Music Worldwide, where he continues to nurture and develop talent. In 2000 Davis received the Trustees Award from the Recording Academy and was recognized with the President's Merit Award at the 2009 GRAMMY Salute To Industry Icons. As a humanitarian, Davis has made tireless efforts in the battle against AIDS, spearheading donations of millions of dollars for AIDS research. In 2002 the Clive Davis Institute of Recorded Music was created at his undergraduate alma mater, New York University. He is a graduate of Harvard Law School. His autobiography, *The Soundtrack Of My Life*, published in 2013, has become the largest-selling book involving music in history and a New York Times best-seller. The Ridley Scott firm produced, and Chris Perkel directed, a documentary film on his life: *Clive Davis: The Soundtrack Of Our Lives*, which Apple TV, Apple Music and iTunes launched worldwide in 2017 and debuted at No. 1 on iTunes. The documentary has earned awards and accolades worldwide and made its premiere on Netflix in September 2019.

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