

## With New Set, Hit Show, Cassidy Is Still Turning Heads

DECADES AFTER finding fame on "The Partridge Family" bus, '70s teen dream David Cassidy is alive and well and living in Las Vegas, where he will be one of the featured performers at the eighth annual Billboard Music Awards.

Performing in Vegas is not new to Cassidy. He has returned to his roots on the stage with the lead role in "EFX" at the MGM Grand Hotel in Las Vegas for the past year. As one of the most popular shows on the famous strip, it is what Cassidy



Former teen heartthrob David Cassidy currently has the lead role in the "EFX" show at the MGM Grand Hotel in Las Vegas. Cassidy has a solo album slated for February release, to be packaged with a new "Partridge Family" greatest-hits set.

describes as a "high-tech effects show and a huge Broadway musical."

"We do two shows a night, and it has taken off like a rocket ship with locals and tourists," he says.

"Being able to maintain popularity and fans years after you were first recognized is a rare and fortunate thing," says Cassidy. "Work keeps me going, but it would be nice if all these jobs could space themselves out."

In spite of the heavy workload, Cassidy counts his blessings that he hasn't found himself walking down the destructive path that many other child stars, such as Todd Bridges from "Diff'rent Strokes," Brady kid Mike Lookinland, or Cassidy's TV brother Danny Bonaduce, stumbled onto.

"The 10 years after the 'Partridge Family' were the most difficult. When you are a hit so young, people want to keep you tied to that moment, and you have to work hard not to get pigeonholed," says Cas-

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sidy, who chronicled his life story in 1994's "C'mon, Get Happy: Fear And Loathing On The Partridge Family Bus."

"At least I never fell on really hard times or had to resort to living off my teen fame," he adds.

In fact, there are tentative plans for the release of an "EFX" cast album, featuring Cassidy, which would be sold at the MGM Grand.

Also in the works is a new solo album from the former heartthrob, due in February. It will be packaged with a new "Partridge Family" greatest-hits disc that includes five previously unreleased tracks. Initially, the set will be available only through a direct-marketing TV campaign, with a single sent to radio at around the same time. Cassidy hopes to have retail distribution through a major label by April or May.

"We have been working very hard on this package. We want the title, art, and music to be just right," he says. "I really believe, in terms of recording, that this is my moment. The stuff I'm cutting

now is the best stuff I've ever done."

Cassidy describes the new work as "very radio-friendly and contemporary."

The set will include a revamped version of his 1970 No. 1 hit "I Think I Love You," which is the track Cassidy hopes to perform at the Billboard Music Awards.

"It is a whole new perspective on an older idea," he says. "I want to come out singing and just rock with it. It will be the only time I've performed the single at an awards show."

Cassidy has high expectations for both records. The artist has sold more than 25 million albums, according to his spokeswoman.

He has placed five solo tracks and nine "Partridge" songs on the Hot 100, including his 1990 comeback, "Lyin' To Myself," which peaked at No. 9.

The self-titled album on Enigma Records that contained the track reached No. 136 on The Billboard 200 the same year. It followed his two 1970 albums that also scaled the upper half of The Billboard 200. "Cherish" charted

for 23 weeks, hitting a high at No. 15, while "Rock Me Baby" had a 17-week run, topping off at No. 41.

"I feel so blessed to be accepted as a writer, actor, singer, producer, and more," Cassidy says. "My fans have been incredibly supportive. I look forward to getting back into recording and performing live. I just hope my fans will come out for the occasion."

Cassidy hasn't shied away from Hollywood, either. In 1993, he wrote the theme to "The John Larroquette Show," which won a Television Music Archives Award for best TV theme. He holds executive-producer duties on one of Fox's planned mid-season replacements, "Ask Harriet," a half-hour comedy about a sportswriter who pulls a Tootsie to nab a position as the female advice columnist.

"It's a high-concept show conceived like something that would fit in on Thursday night on NBC. It will definitely have a strong appeal for the 18-40 demographic," he says.

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