

The show made Cassidy a household name and the first globally merchandised celebrity. In 1970, the year the show was launched, he had the number one selling song and record of the year, plus multiple Grammy nominations. By age 21, he was the highest paid performer, and ever since that time, music has been a big part of his life and career.

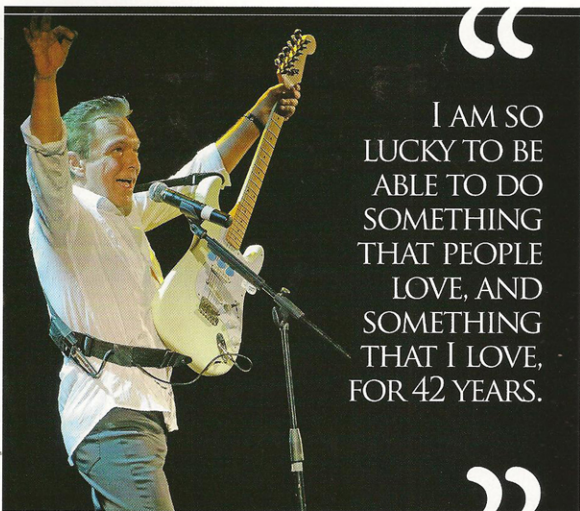
ARTISTIC FREEDOM

When *The Partridge Family* was canceled in 1974, Cassidy was free to re-establish himself in a variety of other artistic projects. He wrote and performed his own tunes, collaborated with other artists, and starred in Broadway and London shows. In 1996, he revamped and starred in the Las Vegas MGM Grand's *EPX* extravaganza. Three years later, he put together the musical *The Rat Pack Is Back!*, paying tribute to the legendary quartet.

Cassidy has written more than 100 songs and his records have sold more than 30 million copies worldwide. "I've written all different kinds of stuff, in different genres," he says. "I've written three themes for television shows, plus original music for shows that I've produced."

Looking back on his career, Cassidy feels lucky that he's gotten a chance to work with many of his influences, including writing with Brian Wilson, Harry Nilsson, and Richie Furay, and working with Barry Mann, Cynthia Weil, Gerry Goffin, Larry Carlton, and Hal Blaine. Mick Ronson played on one of his albums in the late '70s, and he even got to play with Paul McCartney and John Lennon. "I grew up with them as inspirations and it was wonderful," he says. "John Lennon became somewhat of a mentor to me."

"In a way, without trying to network, I found a way to do it because I was involved in so many different kinds of music and recording, and singing background, and working with different artists in different genres," says Cassidy. "I was blessed to become very successful. I got to meet all different kinds of people from a lot of from different creative walks of life."



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MAKING MUSIC TODAY

Since the 1990s he's been writing with Sue Shifrin, who later became his wife. Today, Cassidy keeps a busy schedule touring national and international venues. "To play live now, for me, that's spectacular," he says. "I am so lucky to be able to do something that people love, and something that I love, for 42 years."

His concerts include a mix of Partridge Family staples like "I Think I Love You," and Cassidy's own original tunes. "I take pride in being as good as I can be every night. If I felt I wasn't very good one night I couldn't live with it," he says, explaining how he manages to keep his show fresh. "I never do the same show twice. Even though a lot of people come to see me more than once, if there is one person there that has never seen me, I'm going to share with them a lot of stuff they didn't know about me."

"I love doing things that make them say, 'Gee, I didn't know you could do that,'" adds Cassidy, and people who have never seen his show may be surprised. "I'm a much better guitar player than most people think. I came from such different influences than what I became so successful in my early career with."

He thanks his father for teaching him this professional work ethic, and sharing with him one special piece of wisdom. "The one thing he said was, 'The only commodity that ever survives is talent. It's the only thing that's always going to be in demand,'" recalls Cassidy.

But, all these years later, what keeps him making music? "It was the first love in my life from the time I can remember and it was around me all the time," says Cassidy.

Now he also looks to the next generation. His son, Beau, is an up and coming singer-songwriter with his band Beau Cassidy and the Fates. "He is becoming a really fine writer, lead singer, and guitar player," says Cassidy.

Cassidy's many years in the business have led to a kind of wisdom about what is important. To young musicians like his son he offers this advice: "Stick to being yourself; be authentic. Don't get discouraged. If it's your dream, follow it."

As Cassidy looks to the future, he plans to keep performing, and will release a new album in 2013. "We started recording bits and pieces last year, and I don't have a deadline, but I know what I want to do."