



FOR IMMEDIATE RELEASE

**CHEECH IS NOT MY
REAL NAME
...But Don't Call Me Chong**
by Cheech Marin

Grand Central Publishing
Publication date: March 14, 2017
ISBN: 978-1-4555-9234-0
Hardcover | \$27.00

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"[This memoir is a] rollicking, plot-rich personal inquiry, in which Marin attempts to answer the question he has heard like a refrain over the nearly 70 years he's been alive, "What the hell are you?" A fascinating self-portrait and social and artistic history."

~ **Booklist**

"Bookended by looks at his youth growing up poor in South Central Los Angeles and his development as a now well-known collector of Chicano art, this memoir is fun, wacky look inside Marin's imagination." ~ **Publishers Weekly**

"A mildly diverting, modestly charming memoir from a surprisingly multifaceted showbiz survivor." ~ **Kirkus**

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**CHEECH IS NOT MY REAL NAME
... BUT DON'T CALL ME CHONG**

An insightful memoir from a counterculture legend.

In **CHEECH IS NOT MY REAL NAME**, Cheech Marin candidly writes about being the wisecracking kid in south central Los Angeles, resisting the draft as a young adult, his chance meeting with Tommy Chong in Vancouver, and how he formed one of the most successful comedy acts of all time to ultimately break up and reunite over the years -- and still tour to this day. Cheech will take you on an incredible journey with his famous storytelling. You will learn about how this son of a cop became the face of the recreational drug movement. How this potter-turned-magazine-reporter's first assignment was to interview Little Richard. Or about the time he won *Celebrity Jeopardy!* Just

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how he came to be the owner of the most renowned Chicano art collection in the world. Or even about the night that Kate Middleton, now the Duchess of Cambridge, asked him to dance.

In **CHEECH IS NOT MY REAL NAME**, Cheech mesmerizes with his comedic charm and the many colorful characters he has met along the way in an incredible career spanning more than forty-five years. Fresh, honest, and written in Cheech's uniquely hilarious voice, this memoir will take you to new highs. Known for his roles in *Up in Smoke*, *Born in East LA*, *Tin Cup*, *Desperado*, *Nash Bridges*, *The Lion King*, and *Jane the Virgin* to name a few, he is, quite simply, Cheech.

Cheech Marin is an actor, director, comedian, author, musician and Chicano art collector. He's also half of a comedy duo called Cheech and Chong, man.

Also available in downloadable and e-book (978-1-4555-9232-6) formats!

MEET CHEECH ON TOUR

Cheech will be signing his memoir *Cheech Is Not My Real Name ... But Don't Call Me Chong*, and in many cases, also presenting a talk at the following locations:

WED 3/15/17 @ 7:00 PM

Barnes & Noble Union Square

33 E. 17th St., New York, NY 10003

(212) 253-0810 • <https://stores.barnesandnoble.com/event/9780061835756-0>

Free author talk introduced by Emmy and Peabody Award-winning journalist [Geraldo Rivera](#) and moderated by [Jeffrey Gurian](#) followed by book signing. Personalizations and line photo opportunities acceptable, time permitting. No memorabilia signed.

THU 3/16/17 @ 7:30 PM

Free Library of Philadelphia

co-presented by [Joseph Fox Bookshop](#) at [Parkway Central Library](#)

1901 Vine St., Philadelphia, PA 19103

(215) 567-4341 • <https://libwww.freelibrary.org/authorevents/?id=62757>

Ticketed author talk moderated by [Andy Kahan](#), Ruth and A. Morris Williams Director of Author Events, followed by book signing. Tickets are \$15 general admission and \$7 students. Signed books will be sold on site by Joseph Fox Bookshop separately. Personalizations and line photo opportunities acceptable, time permitting. No memorabilia signed.

THU 3/23/17 @ 7:00 PM

Mesa Arts Center co-presented by Changing Hands Bookstore

1 E. Main St., Mesa, AZ 85201

(480) 644.6500 • <http://mesaartscenter.com/index.php/shows/speakers>

Ticketed author talk moderated by [Robert C. Booker](#), Executive Director, Arizona Commission on the Arts followed by book signing. Personalizations and line photo opportunities acceptable, time permitting. No memorabilia signed.

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TUE 3/28/17 @ 7:30 PM

Aratani Theatre presented by the **Library Foundation of Los Angeles ALOUD Series**

244 S. San Pedro St., Los Angeles, CA 90012

(213) 680-3700 • <http://lfla.org/event/evening-cheech-marin>

*Ticketed author talk moderated by **Marisol Hernandez** of GRAMMY Award-winning **La Santa Cecilia** followed by a collaborative musical performance and a book signing. Tickets are \$45 Premiere (\$42 LFLA) and \$25 General (\$22 LFLA Members). Service and handling fees applicable. All sales are final. No refunds or exchanges. Book purchases are separate and require proof of purchase that evening for signing. Personalizations and line photo opportunities time permitting. No memorabilia signed.*

WED 3/29/17 @ 6:30 PM

"Look Who's Talking" Lecture Series at Riverside Art Museum

3425 Mission Inn Ave., Riverside, CA 92501 • (951) 684-7111

*Ticketed author talk moderated by novelist **Susan Straight** (National Book Award finalist and Distinguished Professor of Creative Writing at the University of California Riverside) followed by book signing. Tickets are \$50 Premier (\$40 RAM members), which include a copy of Cheech's memoir, a drink, and a place in the signing line OR \$20 General Admission (does not include book purchase). All sales are final. No refunds or exchanges. Personalization and line photo opportunities are acceptable, time permitting. No memorabilia will be signed.*

THU 3/30/17 @ 7:30 PM

The Broad Stage presented by **Diesel Books "Voices Carry" series**

1310 11th St., Santa Monica, CA 90401

(310) 434-3200 • <http://www.dieselbookstore.com/event/cheech-marin-broad-stage>

*Ticketed author talk moderated by Los Angeles Times journalist **Carolina A. Miranda** followed by book signing. Tickets are \$90 Premiere; \$75 Level A; and \$60 Level B; which include the designated seating assignment and a signed book. Personalizations and line photo opportunities acceptable, time permitting. No memorabilia signed.*

FRI 3/31/17 @ 7:30 PM

San Mateo Performing Arts Center presented by **Kepler's Books and Magazines**

600 N. Delaware St., San Mateo, CA 94401

(650) 762-0258 • <http://www.keplers.org/upcoming-events-internal/2017/3/31/cheech-marin>

*Ticketed author talk moderated by American political satirist **Will Durst** followed by book signing. Tickets are \$45 (which includes a book and a place in signing line) and \$20 general admission (which does not include a book). Books can also be purchased separately that evening. Personalizations and line photo opportunities acceptable, time permitting. No memorabilia signed.*

SAT 4/1/17 @ 5:00 PM

Tertulia Coffee and Sanchez Contemporary

1951 Telegraph Ave., Oakland, CA 94612

(510) 350-7871 • <http://www.sanchezcontemporary.com>

*Ticketed author talk moderated by **Tim Sanchez** followed by book signing. Personalizations and line photo opportunities acceptable, time permitting. No memorabilia signed. **UPDATE: SOLD OUT, but visit Facebook link above to learn how you can buy and pick up your signed book!***

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THU 4/6/17 @ 7:00 PM

Landmark River Oaks Theatre presented by Brazos Bookstore

2009 W. Gray St., Houston, TX 77019

(713) 523-0701 • <http://www.brazosbookstore.com/event/cheech-marin-river-oaks-theatre>

*Ticketed author talk moderated by **Ernie Manouse**, host of **Houston Public Media's InnerVIEWS**, followed by book signing. Tickets are only \$27, which includes general admission seating and a signed book. Additional books must be purchased online at least 24 hours in advance or by calling (713) 523-0701 to reserve your copy for purchase on site. No books or merchandise purchased elsewhere will be signed. Arrive early because parking is limited. There is abundant street parking nearby. Pay in advance to guarantee seating and signed books.*

WED 4/19/17

THE ROSE presented by [Distinguished Speaker Series of Southern California](#) for **Celebrity Author Series of Southern California**

300 E. Green St., Ste. 101

Pasadena, CA 91101

Ticketed author talk followed by book signing. Due to time constraints, no merchandise or personal items other than the memoir and the designated art book will be signed. Personalizations and line photo opportunities acceptable, time permitting.

THU 4/20/17

THE CANYON CLUB presented by [Distinguished Speaker Series of Southern California](#) for **Celebrity Author Series of Southern California**

28912 Roadside Dr.

Agoura Hills, CA 91301

Ticketed author talk followed by book signing. Due to time constraints, no merchandise or personal items other than the memoir and the designated art book will be signed. Personalizations and line photo opportunities acceptable, time permitting.

SUN 4/23/17 @ 2:30 PM

Los Angeles Times Festival of Books on Main Stage

University of Southern California

Los Angeles, CA 90089

<http://www.brazosbookstore.com/event/cheech-marin-river-oaks-theatre>

Free author talk followed by book signing. Personalizations and line photo opportunities acceptable, time permitting. No memorabilia signed.

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REVIEWS & PRAISE

"I still can't believe I lost Celebrity Jeopardy to Cheech Marin! Had I read this book first, I would have known that besides being funny, he is smart, thoughtful and wicked fast on the buzzer." ~ [Anderson Cooper](#)

"I remember listening to Cheech and Chong's Christmas skit when I was a kid. Cheech was always a trailblazer. He's incredibly intelligent and endlessly creative. I cast him in so many of my movies because of his magic, his heart, and his spirit. This book finally shows the side of Cheech that I've known and cherished for 25 years." ~ [Robert Rodriguez, filmmaker and founder of the El Rey Network](#)

"Cheech is Not My Real Name ... But Don't Call Me Chong' is a brilliant recollection of a career that spans decades. In explicit detail and precise recall, as a fan and a friend, I felt like I was finding a new piece of an incredible puzzle on every page. This book is a testament to tacitly dispel any talk about marijuana having negative effects. Cheech, thanks for sharing your amazing life with us!" ~ [George Lopez, comedian and actor](#)

"Not only is Cheech Marin an innovative comedian and actor, he is a great student of life and a generous champion of other artists. The story of his life is as interesting as the characters he creates." ~ [John Lasseter, Chief Creative Officer, Pixar & Walt Disney Animation Studios](#)

"Cheech Marin...a man I've known for over three decades...is one of the funniest, most profound, artistic, and creative human beings on the planet. There is so much more to this man than has been presented to the public through just Cheech & Chong. His memoir is fascinating and will no doubt hold your interest...and I'm proud to call him my friend." ~ [John Paul DeJoria, Philanthropist, Founder & Chairman of Patron Spirits and Paul Mitchell Haircare](#)

"Cheech Marin is one of the biggest influences on my comedy and my marijuana advocacy. Along with Snoop Dogg, Willie Nelson and Tommy Chong, he is one of the faces I'd put on my Mt. Kushmore. Whatever you do, do not smoke this book, read it!" ~ [Doug Benson, comedian](#)

"As a teenager, Cheech was my hero. His generously anarchic spirit made complete sense to me. Plus he made my parents really mad. Now I am my parents age, and he seems more heroic than ever. I just finished reading CHEECH in one unable-to-put-down-the-book-adrenaline-rush. This should be required reading for anyone who has a sense of humor or a bong or a clue." ~ [Christopher Ashley, Artistic Director of The La Jolla Playhouse and Director of the Tony Award-winning MEMPHIS](#)

"[This memoir is a] rollicking, plot-rich personal inquiry, in which Marin attempts to answer the question he has heard like a refrain over the nearly 70 years he's been alive, "What the hell are you?" A fascinating self-portrait and social and artistic history." ~ [Booklist](#)

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