



ALL SMILES
After performing,
the rapper hops
into his van—
personalized with
Pittsburgh Steelers
paraphernalia—to
head to LAX.

TRACKED

SNOOP DOGG

From Death Row Records bad boy to reality-TV star and White House invitee, the rap icon has lived many lives over the course of his 20-year career.

BY CHRISTOPHER ROSS PHOTOGRAPHY BY RYAN YOUNG

THE NIGHT OF THE LAUNCH of Snoop Dogg's latest album, the groovy, funk-inflected *Bush*, was a late one; thanks to a raucous release party he DJ'd at a club in West Hollywood, Snoop, 43, and his crew got little to no sleep. The following day—which required the rapper to perform on *The Voice* alongside Pharrell Williams before taking a red-eye to New York City for further promo—found him quiet and inscrutable behind dark sunglasses. Sticking only to the broad strokes of his schedule after arriving at the Universal City studios where *The Voice* is filmed, he managed to slip his handlers on a number of occasions, leaving them to chase him around the studio lots in golf carts. Only two things seemed able to rouse him from his fatigue-induced malaise: the cheers

and screams of the audience at *The Voice* as he stepped onstage to sling verses, and smoking a blunt the size of a Brobdingnagian carrot.

The release of his 13th solo studio album has capped a remarkably long-lived and shape-shifting career. His current incarnation as the rap world's fun-loving uncle, an epicurean master of ceremonies who just wants the world to get down, follows previous stints as a more spiritually minded Rastafarian "Snoop Lion," a reality-TV star, a certified youth-football coach and, according to him, a working pimp. The same man who's been arrested several times and been temporarily banned from Norway and the U.K. also met President Obama at the White House in 2013. But whether Snoop is making hard-boiled '90s gangsta rap or a playful pop cameo in

a candy-colored Katy Perry music video, his music has remained consistent (and for the most part critically acclaimed). He's parlayed his popularity into numerous commercial ventures—including lending his voice to a GPS navigation system and promoting Hot Pockets—and an estimated personal fortune of \$110 million.

In spite of all he's seen and done in the public eye, Snoop seems oddly ageless, appearing to have changed little physically in the past two decades. And he's hardly slowing his pace: As late as this day started, the next began early. The wheels of his Delta flight hit the tarmac at 5:55 a.m. in New York City the following morning. Within two and a half hours, he was filming the *Today* show, calm and smiling in front of the cameras even as his gaze was obscured by black sunglasses. >



2:30 p.m.
Rehearsal

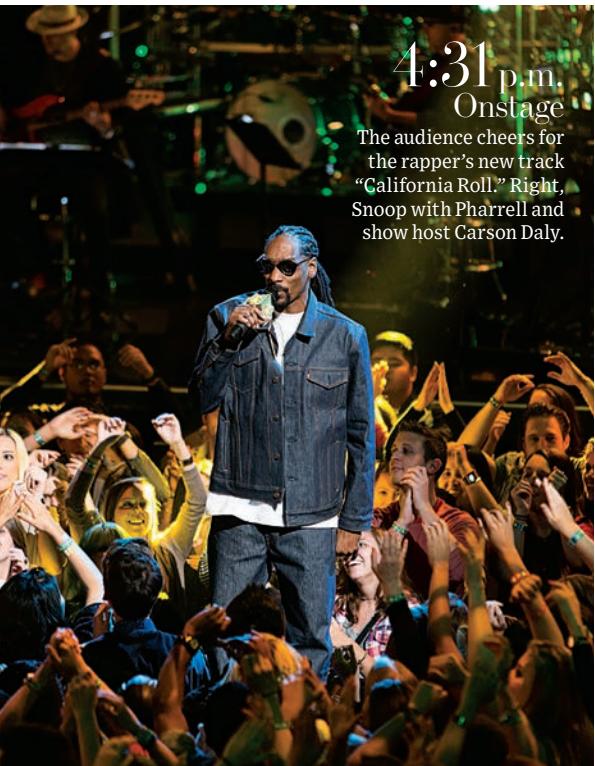
with frequent collaborator
Pharrell Williams for a
performance on *The Voice*.



3:17 p.m.
Pre-show
in the dressing room
with Tasha Hayward,
Snoop's hairstylist
and longtime friend.



4:09 p.m.
Takes van
to *The Voice* soundstage. His jean
jacket features a screened print
of the cover of his latest album, *Bush*.



4:31 p.m.
Onstage

The audience cheers for
the rapper's new track
"California Roll." Right,
Snoop with Pharrell and
show host Carson Daly.



9:02 p.m.
Arrives at LAX
to catch a red-eye to New
York City, with a half hour
to spare before takeoff.



3,781
likes

of a video selfie Snoop posted to Instagram,
within seven minutes of sharing it.

4/20

Date of Snoop's annual "Wellness Retreat"
in Denver, a concert that exhorts
attendees to "Inhale, Exhale, Recharge."

3
children

with his wife, childhood sweetheart
Shante Taylor Broadus:
Cordé, 20, Cordell, 18, and Cori, 16.

35 million
records

sold worldwide in the course of his career.
His first album, 1993's *Doggystyle*, sold
more than 800,000 copies its first week.

1
dog

Juelz, a French bulldog who is rarely
leashed and has his own Instagram account
with 19,000 followers.

19
years

that his cousin Poppa has served as one
of his bodyguards.

\$1.8 million

Sale price for Snoop's Claremont, CA, prop-
erty, an eight-bedroom, 6,500-square-foot
house that was featured on *MTV Cribs*.
(He now resides in Diamond Bar, outside L.A.)

41
minutes

Length of his album *Bush*, which features
cameos from Stevie Wonder, Charlie
Wilson, Bootsy Collins and Gwen Stefani.

3
graduates

of the Snoop Dogg Youth Football League
signed to NFL teams in 2014.
This year, 20 graduates will play on
Division I college teams. •