



**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

**T**HE 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. >





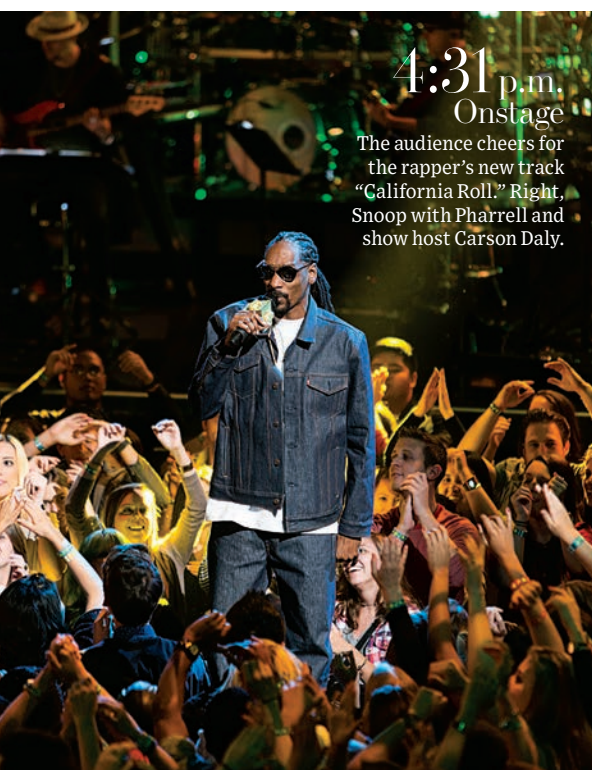
**2:30 p.m.**  
Rehearsal  
with frequent collaborator  
Pharrell Williams for a  
performance on *The Voice*.



**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, Bootsie 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. ●