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2016 SUMMER AND MUSIC FESTIVAL KICKS OFF WITH 720° PINE
*Downtown Long Beach Associates' famed music festival returns to North Pine Avenue
with laid back music, an arcade bar and skate park, and beer'n'grub.*

Last year, 3,800 skateboarders, music lovers, and revelers invaded 7th & Pine in DTLB to launch into Long Beach's ultimate summer-long free concert series, the Downtown Long Beach Associates' (DLBA) Summer and Music (SAM). And this year will prove no different: SAM kick off its eighth season with the return of the all-skateboarding all-chill event 720° Pine, coming June 25 from 5PM to 10PM on Pine Avenue between 6th & 7th Streets.

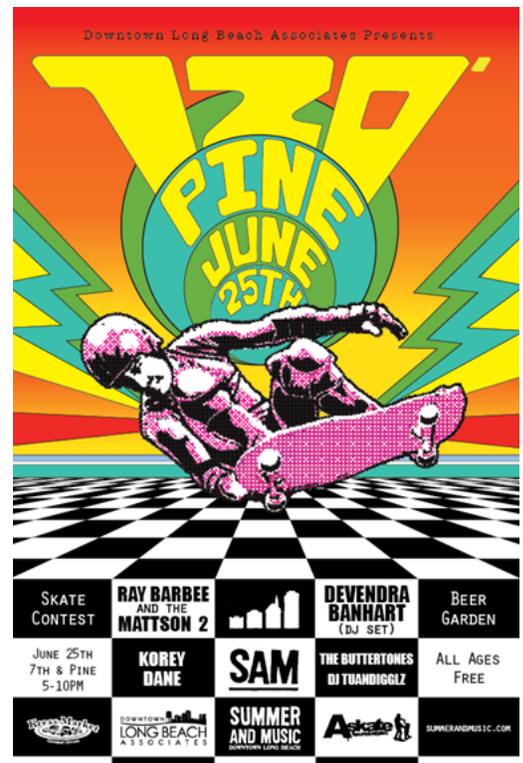
With its moniker both honoring the famed Atari arcade game from the 1980s and signaling the approximate location of the venue, 720° Pine will be dedicated to the intersection of skate and cool. Skateboard culture, particularly in Long Beach, has a rich attachment to music that embraced and helped define the sport—which is specifically why we are garnering some of the best musicians from Long Beach and beyond to bring 720° to musical life.

That music will be headlined by Buskerfest native and pro skater **Ray Barbee** performing with **the Mattson Two** and Long Beach legend and songwriter **Brandon Eugene Owens** (the bassist who's worked with everyone from Kendrick Lamar to Lauryn Hill). The lineup will be rounded out by artists who can shred on the stage and four wheels, including **Korey Dane**, **The Buttermones**, **DJ Tuan Diggiz**, and a special DJ set by none other than **Devendra Banhart**

"The idea behind 720 stems from my love of music having grown out of skateboarding," said SAM Co-Founder Justin Hectus. "I was never good enough to be more than an athletic supporter, but skateboarding and Long Beach are connected in a way that always brings me back to my favorite moments growing up."

The skate park will be open throughout the event, and a skateboard competition will take place on a replica of the iconic Cherry Gap starting at 5PM. Prior to the start of the event, the streets will be used by ASkate Foundation, a nonprofit organization that helps children with autism learn to use skateboarding as a social tool as well as occupational therapy. Volunteers or families interested in participating should visit www.askate.org to sign up.

Opposite from the skate part, the live music stage will be set in an arcade lounge with classic video games and a beer garden courtesy of Kress Market and the best food truck grub around thanks to Hang 10 Taco Truck and Green Truck.



720° Pine takes place on Saturday, June 25, from 5PM to 10PM on Pine Avenue between 6th and 7th Streets in DTLB. For more information, click [here](#).

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About the DLBA: The Downtown Long Beach Associates is a non-profit organization operating on behalf of the residential and commercial property owners and tenants of the Property and Business Based Improvement Districts. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector. For additional information, please see www.downtownlongbeach.org.

About SAM: After seven critically acclaimed seasons, the Downtown Long Beach Associates (DLBA) is bringing Summer and Music (SAM)—the city’s homegrown, sustainable concerts series providing an entire summer of free music to the public—back to the streets of Downtown Long Beach. Three time winner of “Best Music Festival” by OC Weekly, SAM utilizes the skills and creativity of numerous downtown businesses and artists to produce free, all-ages, unique concert events showcasing outstanding local acts at multiple outdoor venues throughout the Downtown region.