



FOR IMMEDIATE RELEASE

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DLBA and RDA Partner With Local Music Coordinators to Launch Re-Vamped Free Summer Music Series in Downtown Long Beach

Justin Hectus, co-founder of Schooled In Song, and Rand Foster, owner of popular local record shop Fingerprints, have been invited by the Downtown Long Beach Associates and Redevelopment Agency to coordinate Long Beach's most anticipated music program.

Long Beach, Calif.—The Downtown Long Beach Associates (DLBA) and the Long Beach Redevelopment Agency (RDA) are joining forces to launch the city's annual summer music series, which is being rebranded this year as Summer And Music (SAM).

Spanning from June to August, and running the gamut from jazz to funk to pop, this free summer series will be the first to feature local musicians and a variety of creative curricula designed to draw crowds to the streets and businesses of Downtown.

Kraig Kojian, DLBA president and CEO, envisions the concert series as an opportunity to nurture the creative community while simultaneously bolstering Downtown businesses. "This series is a fresh, innovative investment in our Downtown through sponsorship of local artists to fill our streets with music and encourage the entire community to come out and listen, shop, dine, and stay awhile," Kojian said, and I believe we've partnered with a great team to organize it."

Craig Beck, Executive Director of the Redevelopment Agency, agrees. "Long Beach has such a strong and diverse pool of creative talent, and the RDA is committed to developing and nurturing opportunities to showcase that talent, while promoting Downtown Long Beach as a prime destination for visitors," stated Beck.

SAM will feature regular performances each Friday (evenings at the Waterfront's Nautical Shell), Saturday (early afternoons during the East Village Farmer's Market) and Sunday (afternoons near the Pine Avenue and Broadway intersection). Additionally, three mid-sized events will be planned beginning with a mid-afternoon Scooter Fest and concert on Pine Avenue on June 28th.

The series will culminate on August 29 with a full-day Funk Festival at the intersection of Pine Avenue and Broadway being coordinated by Bobby Easton, 20 year-veteran of the National Funk scene and lifelong Long

Beach resident. The event will feature some of the most well-known funk artists in the industry, including a legendary headlining act to be announced at a later date.

Hectus is a long-time supporter of the local music scene and assisted with the programming of last year's University by the Sea, as well as the New Year's Eve on Pine event.

Foster, whose business motto for 17 years has been to "serve the primarily underserved community of music lovers in the greater Los Angeles area," has gained the respect of and built lasting relationships with many of Long Beach's finest musicians.

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About DLBA:

The Downtown Long Beach Associates is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. 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.

About RDA:

For more than 45 years, the mission of the Long Beach Redevelopment Agency has been to enhance the quality of life by improving blighted areas, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging citizen participation.