



FOR IMMEDIATE RELEASE

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SUMMER AND MUSIC KICK-OFF EVENT BRINGS SOUL TO PINE AVENUE

THREE WEEKEND EVENTS DRAW MORE THAN 10,000 TO DOWNTOWN

Long Beach, CA— More than 2,000 people filled Pine Avenue and its restaurants on Sunday, June 28th for Soul Motion – a kick-off event for the Summer And Music (S.A.M.) series being presented by the Downtown Long Beach Associates and the Long Beach Redevelopment Agency.

DJ Dennis Owens started off the evening at 4PM spinning a variety soulful selections, followed by the mod pop stylings of The New Fidelity. Local sensation, the Boogaloo Assassins, wowed the crowd with their Latin salsa-soul mix and Money Mark rocked their unique soul-jazz beat. Headlining the event, ALO (Animal Liberation Orchestra) delivered a high-energy performance that kept the crowd dancing in the street until after 10PM.

Soul Motion is part of the highly-publicized Summer And Music (S.A.M.) series, which features more than 40 free concerts throughout Downtown Long Beach during the summer months.

Waterfront Events Draw Thousands

In addition to Soul Motion, two other events returned to Downtown Long Beach over the weekend, drawing thousands to the waterfront area. The Long Beach Bayou & Mardi Gras Festival returned for its 23rd year to Rainbow Lagoon, bringing a mix of authentic Louisiana music (Blues, Cajun and Zydeco), creole food and arts & crafts vendors.

At Rainbow Harbor, the Transpacific Yacht Race (Transpac) kicked off a week-long celebration as more than 50 sailing yachts prepare for a 2,255 mile race from Long Beach to Hawaii. Transpac Village, located at the Nautical Shell near Rainbow Pier, is open to the public all week long offering food, drink and the best seats in the house to view many of the racing yachts as they prepare for their voyage.

For more information about Summer And Music, please visit www.summerandmusic.com. For more information about other events taking place in Downtown Long Beach, please visit www.downtownlongbeach.org or call (562) 436-4259.

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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.