



FOR IMMEDIATE RELEASE

SUMMER AND MUSIC BRINGS BUSKERFEST FOR ITS ELEVENTH YEAR TO DOWNTOWN LONG BEACH'S EAST VILLAGE WITH KCRW SUMMER NIGHTS

September 7 music festival returns for momentous end of summer busking celebration featuring 11 minimally plugged-in regional bands

LONG BEACH, Calif. (August 29, 2019) Presented by Downtown Long Beach Alliance (DLBA), Summer and Music's (SAM) Buskerfest features top regional talent unplugging to compete for wooden nickels, an homage to the centuries-old tradition of artists performing in the street in exchange for gratuities. For the first time KCRW will bring Summer Nights to Buskerfest with host Raul Castro.

Taking place on Saturday, September 7 from 5 PM to 11 PM, the three headlining bands are [Jonathan Wilson](#), [Jade Jackson](#), and [Primrose Forever Sanctuary](#). The eight competing bands for this year's busker competition are Palm Trails, Blcknoise, Devil Season, The Pollen Collective, Spirit Mother, Fellow Robot, Gemma Castro, and The Captain's Son.

"With Buskerfest we've always strived for a combination of celebrating our local music scene and hosting a proper sendoff to the summer as the seasons change, and this year we're right back at it, with the added muscle of being one of the closing nights of KCRW's Summer Nights concert season. With that expanded reach in mind, we are excited to be able to present the Laurel Canyon sounds of Jonathan Wilson, the Bakersfield croon of Jade Jackson, and the desert-meets-canyon stylings of past Buskerfest winner Korey Dane's new project, Primrose Forever Sanctuary. Paired with the best of the new breed in competing local artists, we feel this year is an expansion of what we've done best; spotlighting our local scene, providing them a stage, and new for 2019 - bring a little more of the world to the show."

The year's event is again located in Downtown's East Village Arts District, where multiple bands will perform atop four raised flatbed trucks that serve as stages. The audience is encouraged to vote throughout the night using wooden nickels, which are provided for free to toss to one's favorite competing bands. After performing, each band will collect its nickels and submit to SAM producers for counting. Approximately at 9:00 PM, the band with the most nickels will be announced as the Buskerfest winner for 2019. While all competing bands are paid for playing, the winner of Buskerfest will receive a prize package of \$2,500 to support furthering their career through a variety of options like studio time, record pressing, building out a merchandise table, or any number of other efforts to further the "business"-side of music. KCRW Summer Nights will be there with renown radio personality Raul Campos hosting the evening.

"It is a privilege to partner with SAM and KCRW to bring Buskerfest to the community for the eleventh year," commented Kraig Kojian, DLBA President and CEO. "While our Downtown has evolved significantly over that time, producing great music and presenting art and culture as the fabric of our Downtown continues to be a priority of ours. We are honored to once again present Buskerfest as a gift to the greater Long Beach community."

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In addition to enjoying musical performances, audiences can purchase food and drink from local businesses such as Modica's Deli, WaWa, The Pie Bar, Beachwood Brewing and Hops & Vines.

Buskerfest will be held on First Street between Linden and Elm Avenues, and on Linden Avenue between First Street and Broadway. Bike valet will be provided by Pedal Movement.

Buskerfest's beer sponsor is Beachwood Brewing and wine sponsor is Hops & Vines.

For more information on SAM, visit www.summerandmusic.com.

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About DLBA: The Downtown Long Beach Alliance is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org.

About SAM: Now in its eleventh year, Summer and Music (SAM) is Downtown Long Beach's homegrown concert series, providing an entire summer of free music to the public. Produced by the Downtown Long Beach Alliance (DLBA), SAM has been voted OC Weekly's "Best Music Festival" three times in a row for its display of local acts at outdoor venues. With performances spanning all genres over its eleven years, SAM truly has something for everyone to listen to and love all summer long.

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