



FOR IMMEDIATE RELEASE

2017 SUMMER AND MUSIC FESTIVAL KICKS OFF JUNE 24TH

A Long Beach staple, the music festival presented by the Downtown Long Beach Alliance will take over The Streets with laid back music, a public skate park, and local food and drinks.

LONG BEACH, Calif. (June 15, 2017) Long Beach's ultimate summer-long free concert series, the Downtown Long Beach Alliance's (DLBA) Summer and Music (SAM) brought to you by Millworks and interTrend is back and better than ever. SAM will kick off its ninth season with the reinvention of the fan favorite skate event FKA 720 at The Streets (FKA City Place) on June 24th, this will be followed by Punk Rock Prom on the Promenade on July 29, culminating with the annual Buskerfest in the East Village Arts District on August 19.

The name, FKA 720, is a shout out to the ever-popular 720° Pine Summer and Music concert, FKA 720 will continue in its legacy as the premiere music and skate culture event in Long Beach. This venue change will bring new energy to the event as both this popular concert and the former City Place are "formerly known as." Skateboard culture, particularly in Long Beach, has a rich attachment to music that embraced and helped define the sport—which is specifically why this event will showcase some of the best musicians from Long Beach and beyond.

Taking place at the former City Place (or "FKA" City Place) on Waite Court between 3rd and 4th Streets, FKA 720 will begin at 5 p.m. and as always, it is a free, all-ages, community-oriented event.

Headlining FKA 720 will be SoCal native, singer-songwriter Matt Costa. A former skateboarder on the verge of going pro himself, Costa is no stranger to skate culture. Earlier in the evening, Pinky Pinky, popular 3-piece Proto-Prog inspired rock band out of Los Angeles, will get the crowd pumped up before dancing the night away to tunes from Rudy de Anda, DJ Bardo (of Chicano Batman), and DJ Tuandiggz.

"The idea behind this event stems from my love of music having grown out of skateboarding," said SAM Co-Founder Justin Hectus. "Skateboarding, music, and Long Beach are connected in a way that always brings me back to my favorite moments growing up. Over the past nine years we've seen SAM grow the same way DTLB has grown – and this year is shaping up to be bigger than ever while truly reflecting Long Beach."

The skate park will be open throughout the event, 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.

Throughout the event, attendees will enjoy bites from local eateries and drinks from DTLB favorite, Beachwood Brewery. FKA 720 takes place on Saturday, June 24, from 5 p.m. to 10 p.m. on Waite Court

between 3rd and 4th Streets in DTLB. For more information, visit www.summerandmusic.com.

Full lineup below:

Day of Schedule

1-3 PM - A.Skate

4 PM - Skate park opens

5 PM - DJ Tuandiggz

5 PM - Pro skate / best trick / cash for tricks

7 PM - Pinky Pinky

7:45 PM - DJ Bardo (of Chicano Batman)

8 PM - Rudy de Anda

8:45 PM - DJ Bardo

9 PM - Matt Costa

9:45 PM - DJ Tuandiggz

10 PM - Event ends

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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 ninth 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 the genres of jazz, pop, rockabilly, funk and then some, there will truly be something for everyone to listen to and love all summer long.

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