



FOR IMMEDIATE RELEASE

SUMMER AND MUSIC SERIES KICKS OFF MAY 17

Celebrating its 10th year, SAM will entertain Downtown Long Beach crowds once again with live local music, art and more.

LONG BEACH, CA (May 3, 2018) The Downtown Long Beach Alliance's (DLBA) Summer and Music (SAM) series returns to launch its tenth year of production with free, family-friendly events that have attracted thousands of music lovers near and far to the streets and neighborhoods of Downtown Long Beach.

"With this being the tenth year, we really want to reflect on where SAM has been and what it continues to bring to our community," commented Kraig Kojian, DLBA President and CEO. "SAM is a perfect means to activate Downtown through spotlighting our local talent and provide the artists a platform to entertain the community while being introduced to new audiences."

SAM 2018 will launch on May 17, as portions of the summer programming and music line-up will be introduced at Fingerprints Music, a favorite locals' record store located at 420 East Fourth Street from 6:30-8:30 PM. This free and open to the public event is designed to coincide with DLBA's monthly Live After 5 series in the East Village Arts District encouraging attendees to visit Fingerprints Music and enjoy live in-store performances from some of SAM's perennial favorites: Korey Dane, Rudy De Anda, and Bearcoon.

SAM Kick Off Schedule:

6:45 PM Bearcoon

7:15 PM Rudy De Anda

7:45 PM Sam 2018 Overview

8:00 PM Korey Dane

DLBA teams with SAM co-founders Ashley Hectus, her brother Justin, and Fingerprints Music owner Rand Foster to deliver this award-winning production. "When we launched SAM in 2009, we just wanted to pay tribute to the rich tradition of music in this city," said Justin Hectus. "Ten years later, we're still hitting our stride and trying to keep pace with the amazing musicians, artists and volunteers that make downtown sing. I'm excited to celebrate our tenth year of SAM with friends and neighbors throughout Long Beach."

2018 SAM Series Line-Up Schedule:

SAM Kick Off – May 17; Location: Fingerprint Music, 420 E. Fourth Street; 6:30-8:30 PM

FKA 720 – June 23; Location: Promenade between Broadway and Third Street

Twisted at The Pike – July 7; Location: The Pike Outlets

Stay Tuned – August 4

Buskerfest – September 8; Location: East Village Arts District

Look for more event details including performers, artists and times, which will be updated and posted on www.summerandmusic.com, when they become available.

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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 tenth 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 genres and neighborhoods, there will truly be something for everyone to listen to and love all summer long.

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