



**FOR IMMEDIATE RELEASE**

## **2018 SUMMER AND MUSIC FESTIVAL LAUNCHES WITH FKA 720**

*In its tenth year of production, the music festival presented by the Downtown Long Beach Alliance brings a one-of-a-kind event to Downtown.*

**LONG BEACH, Calif.** (June 12, 2018) Downtown Long Beach's home-grown free summer concert series kicks off its tenth year of award-winning productions with a blender full of music, skateboarding and art. The Downtown Long Beach Alliance's (DLBA) Summer and Music (SAM) season leads off with FKA 720 at the Promenade and Broadway on Saturday, June 23 from 2-10:30 PM.

The transformative power of music and art will be in full effect in a Long Beach first when FKA 720 turns an empty parking lot into a skate park, a mural canvas, and a dance floor, delivering something for everyone.

"If you drew a Venn diagram of the artist, musician, skater, dancer and volunteer communities of Long Beach, the sweet center spot would be FKA 720," said Co-Founder Justin Hectus. "This is a refined representation of 720's past, and the arc of the day will keep everyone moving—from A.Skate families to painters to rippers to the last person shaking their thing as we pack up for the night."

Free and appropriate for all-ages, FKA 720 will take place in the surface parking lot located south of 245 The Promenade N (adjacent to Beachwood BBQ and Michael's Pizzeria in DTLB from the east; and MADE by Millworks and Olive Yoga from the west).

Featuring a massive custom-built skate park by Keen Ramps, which Long Beach artist Dave Van Patten has been commissioned to paint, the event will start at 2 PM with an A.skate Charity Family Skate. The A.skate Foundation pairs pro skaters with young skaters on the Autism spectrum to deliver therapy and education in a fun and affirming experience. The amazing young musicians of the Pow!Wow! School of Music will also be performing during the family skate portion of the event.

The event starts heating up at 4:30 PM, when pro and semi-pro skaters compete in a cash for tricks frenzy with DJ Tuan Diggz and DJ Osamu taking turns laying down the soundtrack for the competition. In addition to the art of Dave Van Patten, Pow!Wow! Long Beach will contribute to the stunning visual setting with live painting, acting upon its mission of bringing art and culture to public spaces, while cultivating community pride.

Headlining the evening is purveyor of cool, DaM-Funk, bringing his skills to weave a funk-filled tapestry made of well-known classics and hidden dollar-bin finds. His indelible, pulsating sound will fill the air from 8:30 PM to the event's close. Everyone is invited to get out on the mural/skate park turned dance floor to shake it, and prizes will be awarded to any individuals, couples and dance crews that shine.

-More-

Attendees can enjoy food and drinks from local restaurants, including craft beer sponsor DTLB's Beachwood Brewery between 4:30-9:30 PM. We thank our additional sponsors interTrend Communications, Pow! Wow! Long Beach, Port of Long Beach, and Fingerprints for helping to bring this awesome series to the masses. Additional SAM programming includes Twisted at the Pike July 14, Bicycle Drive-In August 4, and Buskerfest in the East Village Arts District on September 8.

For more information on FKA 720 and other SAM events, visit [www.summerandmusic.com](http://www.summerandmusic.com).

###

**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](http://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 all genres over its ten years, SAM truly has something for everyone to listen to and love all summer long.

**CONTACT:**

**Christina Mancebo**

[christinam@dlba.org](mailto:christinam@dlba.org)

562-485-3131