



**DOWNTOWN
LONG BEACH
ALLIANCE**

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DLBA and Partners Welcomes KCRW's Summer Nights to Downtown Long Beach

10th Anniversary of KCRW's Summer Nights series will feature POW!WOW! Long Beach 2019 and Summer and Music's (SAMs) Buskerfest in DTLB.

LONG BEACH, Calif. (May 23, 2019) – The Downtown Long Beach Alliance (DLBA) and KCRW (89.9 FM), Southern California's premiere national public radio station, are excited to announce today its partnership to bring KCRW's highly popular community and music event, *Summer Nights*, to Downtown Long Beach on July 27 to celebrate POW!WOW! Long Beach 2019, and again on September 7 during Summer and Music's (SAM) Buskerfest.

"This partnership is an exciting alignment of energy, creativity and talent that will recognize two great events that we are proud to co-produce and present to our community," said Kraig Kojian, DLBA President and CEO. "It's shaping up to be a great summer in Downtown and we're exceptionally pleased to introduce KCRW to Long Beach, who I'm confident will welcome the collaboration to our community for years to come."

Both events are outdoors, free, open to the public and will feature music, food and a sense of community for all ages. Celebrating its 10th anniversary, KCRW's *Summer Nights* has been the radio station's signature event brought to communities in the greater Los Angeles area and beyond, featuring the best emerging artists and fan favorite KCRW DJs. This is the first time the station has brought its event to the Long Beach area.

"One thing that always struck me about Long Beach is how refreshingly proud they are of their city," said Melanie Makaiwi, Events Director for KCRW. In spending time in DTLB, preparing our partnership, I heard so many great stories of their city history and have really gotten a glimpse into how they work together to maintain their strong community. POW! WOW! Long Beach & Buskerfest are two great examples of how alive and dynamic this city is. This alliance is thrilling for the station!"

On Saturday, July 27 from 7-11 PM, *Summer Nights* will celebrate the closing event for POW!POW! Long Beach. Marking its fifth anniversary, POW!WOW! Long Beach brings world renown artists to help beautify buildings and facades with classic murals for all to enjoy. In the past four years, POW!WOW! Long Beach has delivered more than 100 murals in over 40 square miles throughout the city. The closing party will take place on the Downtown Promenade located between Broadway and Third Street.

"POW!WOW! Long Beach was always about offering a full of spectrum cultural experience to our community and beyond," said Julia Huang, Intertrend CEO, company responsible for organizing POW!WOW! Long Beach. "I am excited to have KCRW as our music partner, adding robustness to the POW!WOW! experience, further encouraging art and music lovers from all over Southern California to visit Long Beach."

Introduced in 2009, Buskerfest soon became the crown jewel in the SAM series of annual events bringing local and regional bands to perform on flatbed trucks serving as stages with minimal plugged-in equipment, busking for wooden nickels. Often serving as a launch pad for the careers of local musicians, this good-natured competition draws thousands who cheer for their favorite acts and dance in the streets. The Saturday, September 7 event will take place from 5-11 PM on Linden Avenue and First Street in the heart of Downtown's East Village.

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"SAM partnered with the DLBA on the vision of celebrating the vital music scene in Long Beach on a grand scale, giving established and emerging artists a stage and a spotlight worthy of their talent," said Rand Foster, SAM co-founder and owner of Fingerprints Music in Downtown Long Beach. "To be able to partner with KCRW, a world-renowned champion of new and exciting music, is an incredible extension of our mission and part of a dream come true for our city's music scene."

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. Follow us on social to keep up with the latest news: Facebook, Twitter, Instagram, LinkedIn, and YouTube.

About POW!WOW! LONG BEACH: POW!WOW! Long Beach is a week-long, city-wide event that takes place in the summer throughout Long Beach and is part of the globally recognized POW! WOW! Worldwide series of street art events, which since 2010 has brought murals to public spaces in cities like Honolulu, Seoul, Washington DC, Taipei and Tokyo. The core of our mission is to bring art and culture to public spaces while beautifying the city of Long Beach and cultivating community pride. In the past 3 years, Pow! Wow! Long Beach has executed murals in over 40 square miles throughout the city, from South Street to Ocean Boulevard, creating a walkable, bikeable public art experience unlike anything else in the country. <http://www.powwowlongbeach.com/>

About KCRW: KCRW creates and curates a unique mix of content centered around music discovery, NPR news, cultural exploration and informed public affairs. KCRW is driven by the spirit of Los Angeles and delivers in innovative ways – on the radio, digitally and in person – to diverse, curious communities around the corner and around the world. A community service of Santa Monica College, KCRW can be found on the air in LA, Santa Barbara, Ventura, Mojave, Palm Springs, San Luis Obispo, Berlin, Germany, via the KCRW-developed smart phone app, and online at [kcrw.com](https://www.kcrw.com/). <https://www.kcrw.com/>

About SAM: Now in its 11th year, Summer and Music (SAM) is Downtown Long Beach's homegrown concert series, providing free music to the public. Produced by the Downtown Long Beach Alliance (DLBA), SAM has been voted *OC Weekly's* "Best Music festival" three consecutive years and awarded the Spirit of Downtown in 2018 for its display of local acts at outdoor venues. With performances spanning the genres of indie rock, jazz, rockabilly, punk, funk and then some, there will always be something for everyone to listen to and love all summer long. <http://www.summerandmusic.com/>

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