



## NEWS RELEASE

**For Immediate Release**  
**Aug. 15, 2014**

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### **“Sounds of Summer” Pop-up Concert Series Extended through September** *Sycuan and U.S. Grant sponsoring concerts in Downtown with a focus on C Street*

Aug. 15, 2014 – The “Sounds of Summer” will linger a bit longer in Downtown San Diego. Thanks to a sponsorship from The Sycuan Band of the Kumeyaay Nation and THE US GRANT, a Luxury Collection Hotel, these free Friday afternoon pop-up concerts will run through September to help enliven the streets of Downtown, with a special focus on C Street.

The Downtown San Diego Partnership launched the “Sounds of Summer” pop-up concert series in June as part of its larger initiative to energize Downtown with a variety of cultural happenings and activities. The concerts feature local musicians at different locations throughout Downtown on Friday afternoons.

Kris Michell, president and CEO of the Downtown San Diego Partnership, said the pop-up concerts have been a huge hit with workers, residents and visitors, creating excitement and energy in Downtown’s public spaces.

“Music makes everything better,” Michell said. “These pop-up concerts are all about celebrating the unique spaces and places in Downtown – all with a live and local soundtrack.”

Because of the program’s success, Sycuan and THE US GRANT agreed to sponsor the rest of the concert series and extend it through the end of the September. As part of the sponsorship, concerts are scheduled to take place at C Street and Fourth Avenue from now throughout September as part of a larger plan to reimagine and revitalize this important civic corridor. To see a full list of concert locations, visit [www.downtownsandiego.org/summersounds](http://www.downtownsandiego.org/summersounds).

Doug Korn, general manager from THE US GRANT, said they were pleased to sponsor the pop-up concerts with a special focus on C Street to show support for efforts to help beautify and activate the area.

“C Street is a main artery in our Downtown and too often people look for ways to avoid it. Bringing the ‘Sounds of Summer’ pop-concerts is a small part of a larger effort to begin to improve this area,” Korn said.

As part of the “Project C Street,” the Downtown San Diego Partnership’s Clean & Safe program has installed new drought-resistant landscaping along C Street. In addition, there are plans to extend the Downtown Partnership’s tree lighting program to C Street, with property owners and the community raising funds for the project. A fundraiser for the “Project C Street: C the Lights” is scheduled for Aug. 27 at The Local, which is located at 1065 Fourth Ave. just off C Street in Downtown. For more information about the event, visit [www.downtownsandiego.org/cthelights](http://www.downtownsandiego.org/cthelights).

In addition, owners of the California Theater will soon be installing boards outside its property asking the community what it wants to see at the location. The “What Do You Want Here” boards have been used successfully for other Downtown projects, such as the Pocket Park located at 13<sup>th</sup> Avenue and J Street in East Village, to generate excitement and garner feedback from the community.

Michell of the Downtown San Diego Partnership said she hopes the “Project C Street” efforts will finally encourage everyone to work together to reimagine and revitalize C Street.

“C Street is too important to the fabric of our Downtown and to our region to continue to turn a blind eye to its issues,” Michell said. “We hope that with the help of property owners along C Street and with the community that we can transform C Street into what it should have always been – a vital and engaging civic asset.”

*The Downtown San Diego Partnership is a non-profit, member-based organization that serves as the leading advocate for the revitalization and economic health of Downtown. To learn more about the Downtown Partnership, visit [www.downtownsandiego.org](http://www.downtownsandiego.org).*

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