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Summer of Love Redux – Fabulous Live Music! at the San Mateo County Fair

Mega Concert Series Celebrates the Summer of Love’s 50th Anniversary:

***Tower of Power* Returns with Back-to-Back Shows June 14 & 15**

Concert Series Kicks Off with *War* (June 10); *Summer of Love-Live! Celebrating the 50th Anniversary* (June 11); *The Family Stone with the Oakland Symphony* (June 12); *Paramount’s Original Laser Spectacular, featuring the music of Pink Floyd* (June 13).

**Fair Wraps Up with *The Ohio Players* (June 16); *SmashMouth* (June 17)
and traditional Latin Music focused *Día De La Feria* (June 18).**

**www.sanmateocountyfair.com
hashtag: # SMCF2017**

30 May 2017 - San Mateo, CA: What better way to celebrate the *Summer of Love*, than with a return to the extraordinary soundtrack that gave us all those memories? **The San Mateo County Fair** (www.sanmateocountyfair.com) honors the rich musical legacy of the Bay Area’s *Summer of Love* with a whopping line up of familiar bands that helped shape – or were influenced by – the *Summer of Love* scene. For nine days, June 10 – 18, fairgoers can dance and groove to the beats that made history. Headlined by two nights – **June 14 – 15** – from the creator of the “East Bay Sound” *Tower of Power*, this year’s concert series kicks off with the iconic band *War* (June 10), a special tribute *Summer of Love-Live!* (June 11), the “psychedelic soul” of *The Family Stone with the Oakland Symphony-* (June 12); and the amazing *Paramount’s Original Laser Spectacular, featuring the music of Pink Floyd* (June 13). The Fair’s final weekend culminates with the pioneers of street funk *The Ohio Players* (June 16); the ultimate summer party band *Smash Mouth* (June 17) and traditional Latin Music focused *Día De La Feria* (June 18).

Sponsors for the 2017 Concert Series at the San Mateo County Fair are: **Pepsi, Coors Light, Blue Moon, Sprint, Mattress Firm, Furniture Firm, Groupon, Lucky California, Lucky, Lifetime, Bay Area Air Quality Management District, xfinity, First Choice**

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Communications, Great Destinations, the Monterey Bay Aquarium, SamTrans, Goldrush Getaways, Verizon Cellular Sales, Welk Resorts, The SF Examiner and The Daily Journal.

“We’ve got an iconic line-up this year,” summed up **Dana Stoehr, CEO of the San Mateo County Events Center and Fair**, noting that the tradition of the Bay Area as a hotbed of music from 50 years ago lives on today. “***Tower of Power*** continues to be a rich part of the Bay Area’s cultural heritage, gaining new fans every year. We’re so proud to have them back and to be joined by other icons of the era such as ***War, The Ohio Players and The Family Stone***. Combined with the special tributes to many other legends of the era in the fabulous ***Summer of Love – LIVE!*** Concert and the ***Laser Spectacular featuring music of Pink Floyd - it’s*** going to be an amazing fair!”

“This year’s concert series is so special because it features some of the true greats from the original ***Summer of Love***,” and many from the California music scene that came up soon thereafter,” said **Kaitlyn Bailey-Findley, Fair Operations Manager**. “We’re so honored to have Rock & Roll Hall of Famers **Greg Errico and Jerry Martini** with ***The Family Stone*** who helped pioneer the “psychedelic soul” sound of the era, **Lonnie Jordan**, a founding member of ***War*** and of course, the innovator **Emilio Castillo**, founding member of ***Tower of Power***. All of these folks made music history right here in our backyard – and they did it by combining a mix of genres, including jazz, rock, funk, soul, R&B and Latin, which continues to speak to audiences today.”

A highlight of this year’s concert series which builds upon the theme of great music in our own backyard, is the appearance of ***Smash Mouth***, a San Jose based band that rose to prominence in the 1990’s. The band will help close out the fair’s festivities on June 17, playing many of its well-known hits plus its recently released CD “MAGIC” that promises to offer “a no holds barred party from start to finish.”

In a category by itself, the annual ***Dia de la Feria*** on Sunday June 18 turns the San Mateo County Fair into “Little Latin America” with a rousing afternoon of Spanish-language songs and South-of-the-Border cultural influences.

“There was something for everyone in the music of the 1960s and there is something for everyone at the San Mateo County Fair today” according to Bailey-Findley who reminds everyone: “Don’t forget to tweet out using the hashtag: **#SMCF2017**.”

The San Mateo County Fair -- “Where Tradition Meets Innovation” -- is The Peninsula’s premier, community event for family fun and entertainment: June 10 - 18, 2017. Visit www.sanmateocountyfair.com often for regular updates, contest rules, schedules, promotions, and information.