

LIVE MUSIC • ACTION • FOOD • ART • FAMILY FUN



PACIFIC BEACH FEES



Saturday October 1, 2011 11am-7:00pm

Pacific Beach Boardwalk, between Diamond Ave. & Thomas St.

3 STAGES OF MUSIC

RSSS PRO/AM SURF COMP

HALFPIPE SKATEBOARD DEMO

BEACH VOLLEYBALL

8k RUN / WALK

BEER GARDEN

PB FOOD COURT

FISH TACO Challenge

GREEN Beach Festival

Arts & Crafts Village

PB Merchants sidewalk SALE

SCAN THIS CODE FOR A COMPLETE SCHEDULE



VOKAB KOMPANY

SPLIT FINGER

BOOM SNAP

IN TRANSIT AUDIO

SUNNY RUDE

SANDO &

the IRIE VIBES

DJ WHO

DJ BEATNICK

DJ DEMON

DJ ARTISTIC

DJ CHRIS CUTZ

DJ MIKEY BEATS



COMPLETE GUIDE TO MUSIC



ON THE PACIFIC BEACH BOARDWALK OCTOBER 1ST



VOKAB Vx KOMPANY
THE NEW KING SAN DIEGO'S BEST HIP-HOP ALBUM OF THE YEAR



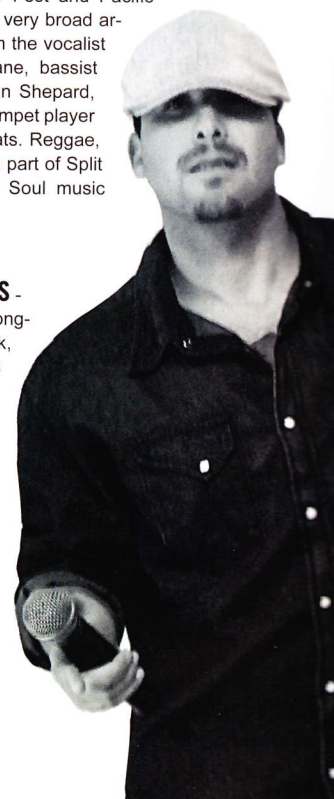
Split Finger – Split Finger is a San Diego Rock/Reggae powerhouse. Being 7 members deep, this band's live show is nothing short of entertaining. Split Finger's roots are planted firmly in San Diego, California while having shared the stage with national acts such as: De La Soul, KRS-ONE, OZOMATLI, Common Sense, Long Beach Shortbus. Having played at local San Diego live venues House of Blues, The Belly Up Tavern, Sound Wave, 710 and Typhoon Saloon Split Finger also takes the stage at annual events such as: OMBAC's Summer Music Fest, Oyster Fest and Pacific Beach Fest. Split Finger has very broad array of sounds generated from the vocalist Jimi Lane, guitarist Kyle Lane, bassist Gus Kendrick, drummer Evan Shepard, percussionist Doug Israel, trumpet player Bob Risolo and dj Mikey Beats. Reggae, Rock, and Hip Hop are just a part of Split Finger's musical blend with Soul music topping it all off.

Vokab Kompany – San Diego band Vokab Kompany (Voted San Diego Music Awards "Best Hip Hop" act 2011) has been gaining national notoriety based on the success of their song "So Bright" and it's appearance in international car company KIA with their 2010 Summer Sales Event Commercial, it's appearance on The Today Show with Al Roker and their collaborations with artists such as: Lincoln Parish (Cage The Elephant), Killer Priest (Wu Tang), Luckyiam (Living Legends), APlus (Hieroglyphics), Main Flow (Mood), Lateef the Truthspeaker, Dj Vadim, Random Rab, Jboogie, Mutaytor, Souleye, RadioActive (Spearhead) and Signal Path. Vokab Kompany is an electronic, soul influenced hip-hop band from San Diego. Their 7 piece band (keyboard / synthesizer, drums, bass, guitar and violin accompanies the two lead singers/MC's Rob Hurt and Burkey Baby. You'll often find them incorporating stilt walkers, burlesque dancers, clowns, hoola- hoopers guest musicians and belly dancers.



BoomSnap - BoomSnap First emerged on the San Diego music scene in 2009. Since their first performance at the Stage downtown the band has impacted several venues in the San Diego. Wherever BoomSnap plays, it's a party. Their unique blend of styles and capturing performances truly give a new light to the phrase "Power-Trio". With Spex on Bass singing a clean melodic high, Swag on Drums barking his stylistic old school rasp, and Russ on Guitar with a laid back baritone, concertgoers are a compelling experience never to be forgotten. The repertoire spans and conquers genres including (but not limited to) Progressive rock, Funk, Jazz, Hip-hop or Latin. If you are looking for the next sound of our generation, then look no further than BoomSnap.

Sando & the Irie Vibes - Sando is a Cali born singer/songwriter inspired by roots rock, dance hall, dub reggae lovers rock, international reggae and all modern and classical musical styles in a positive vibration! Backed by some of the best reggae veteran musicians in the San Diego scene, making up The Irie Vibrations Band, the music is not to disappoint. Come catch the vibes at a local show near you!



DJ'S IN THE MIX

Spotlighting the DJ's Performing on the BEER GARDEN STAGE at PACIFIC BEACHFEST 2011

Mikey Beats

One of the most dynamic DJs on the roster. Not only has he played at every major venue across San Diego, but as the premier DJ for Monster Energy Drink he also has entertained thousands of people at X-Games and other extreme sports events. Mikey has opened for big names like De La Soul, Talib Kweli and the Wu-Tang Clan.
mikeybeats.giantsarise.com

Chris Cutz

With his cool style and eclectic music flavor, Chris Cutz is a favorite for Hollywood's young elite when they come to play in San Diego. Paris Hilton, Beyonce, Kim Kardashian, Reggie Bush, John Legend, Estelle and Kanye West have all gotten down to Chris' smooth beats at some of San Diego's most exclusive venues. chriscutz.giantsarise.com



Arisitic

From what started as his childhood dream over 20 years ago, Aristic has worked hard to turn it into reality. From there he grew into a successful local DJ himself, then a producer for Deep Rooted—which has won a San Diego music award for Best Hip Hop album in 2008. He has gone on tour with legends like Public Enemy and has shared the stage with the great Richard Humpty Vision. Aristic has come a long way from playing small venues across the city to performing in front of packed arenas and touring across the country.
aristic.giantsarise.com



Demon

Demon offers up masterful music video mixing in addition to his prolific skills as a Hip Hop DJ. He's performed at exclusive Playboy Mansion parties and in front of thousands at Street Scene in San Diego. He's also an award winning producer (San Diego Music Awards, Best Hip Hop Album) and has played at every major night club venue across America's Finest City. demon.giantsarise.com



Beatnick

Specializing in all forms of Hip Hop, Beatnick has played for high-end retailers like Louis Vuitton, Domaine Chandon and Neiman Marcus. He's also done events for Scion of San Diego, Boost Mobile and Virgin Airlines. His smooth beats suit events of all sizes and venues and have been crowd pleasing favorites in San Diego for the past 5 years.
beatnick.giantsarise.com



Who

DJ Who has played for celebrities and sports icons like Sunny Garcia, Bradley Schumacher and Paul Rodriguez. As a diverse DJ, he's played at every major venue across America's Finest City and has quickly become respected for his talent behind the decks and interacting with the crowd.
who.giantsarise.com



Sunny Rude

Sunny Rude - New on the San Diego Reggae scene and taking it by storm, Sunny Rude forms a unique new high energy reggae vibe by fusing sounds of funk, rock-steady, rub-a-dub, and grunge. Energetic on stage and constantly involving the crowd in their soulful performance, Sunny Rude has captivated San Diego Reggae lovers. Their much anticipated debut album "Rudimentary" is set to drop soon. Look out for Sunny Rude spreading the Love and Sweet Reggae Vibrations!!



INTRANSIT AUDIO

Intransit Audio - InTransit Audio is a band whose sound defies all traditional boundaries of musical genres today. In other words, IA is a schizophrenic mess of beautifully compelling and thought provoking instrumentals. These sounds touch on elements of dark jazz, electronica rock, thrashy dub, and deeply aggressive hip-hop. Born in March of 2008, IA spawned a group of creative individuals from all over the map, all having come from different musical backgrounds. Combining these different styles immediately led to a unique collage of what can be best described as unpredictably, indefinable, and damn catchy music. This music is a direct response to their musical predecessors, by capturing fragments of adored and influential sounds to create their own captivating musical journeys.



IT ALL GOES DOWN OCTOBER 1ST