



FOR IMMEDIATE RELEASE

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FACT SHEET

MAYOR SANDERS APPLAUDS *ROLLING STONE* MAGAZINE'S RECOGNITION OF SAN DIEGO STREET SCENE AS ONE OF THE TOP FIVE MUSIC FESTIVALS IN THE UNITED STATES

22-YEAR FESTIVAL REINVENTS ITSELF AT QUALCOMM STADIUM; ATTRACTS WORLDWIDE AUDIENCE; SHAPES REUSE OF STADIUM FACILITY

Mayor Jerry Sanders today announced that headliners Tool and Kanye West will top the list of the more than 50 internationally acclaimed performers who will participate in this year's two-day San Diego Street Scene. The 22nd annual music festival will take place Friday, August 4, and Saturday, August 5, in the parking lot of Qualcomm Stadium.

Recognized by *Rolling Stone* magazine as one of the top five music festivals in the country, internationally acclaimed artists will perform on six stages in a massive 2.5 million square foot area outside Qualcomm Stadium. Street Scene's move to Qualcomm Stadium from the ever-developing Gaslamp Quarter and Ballpark District has enabled the festival to expand into an event of international stature while helping reshape uses for the stadium facility.

Doors open at 3:00 p.m. for the annual San Diego festival with music getting underway at 4:00 p.m and continuing until midnight on both days.

Rolling Stone

The Best of the U.S. Festivals
From the Chilis in Chicago to Petty in Austin: Five events worth a road trip

Bonnaroo
JUNE 16-18
Manchester, Tennessee: Three-day passes \$109.50-\$184.50
THE LINCOLN Redwood, Tom Petty and the Heartbreakers, Beck, Phil Lesh and Friends, Sonic Youth, Elvis Costello, Cypress Hill, Death Cab for Cutie
WHAT'S HOT The pioneer camping festival, which debuted in 2002, veered from its jam-band roots this year to attract one of the summer's best lineups.

Pitchfork Music Festival
JULY 29-30
Chicago: one-day passes \$20, two-day passes \$30
THE LINCOLN Spoon, Art Brut, Yo La Tengo, the National, Os Mutantes, Silver Jews, Mission of Burma, the Futureheads, Dinosaur Jr., Arto Lindsay
WHAT'S HOT In its second year, Lollapalooza's low-priced cross-town cousin, mounted by online tastemaker Pitchfork.com, populates three stages with eclectic indie favorites.

Street Scene
AUGUST 4-5
San Diego: two-day passes \$110-\$135
THE LINCOLN Kanye West, Tool, Wu Tang Clan, Queens of the Stone Age, Snoop Dogg, Yeah Yeah Yeahs, My Chemical Romance, Social Distortion
WHAT'S HOT In its twenty-three-year run, the Southern California fair has grown into a regional institution, headlined by major stars and filled out by local favorites - plus a Ferris wheel, boutique shops and craft tents.

Lollapalooza
AUGUST 4-6
Chicago: three-day passes \$140-\$150
THE LINCOLN Red Hot Chili Peppers, Kanye West, Wilco, Queens of the Stone Age, the Raconteurs, Death Cab for Cutie, the Flaming Lips, Modest Mouse
WHAT'S HOT After 2005's successful reinvention as a two-day fest, Lolla returns to three days and decides to fill all of Grant Park. Over 180,000 fans are expected. "Chicago is an incredible place," says festival founder Perry Farrell. "And Lollapalooza is so grand and beautiful, you need something that big to match the grand skyline."

Austin City Limits
SEPTEMBER 15-17
Austin's Zilker Park: three-day passes \$215
THE LINCOLN Tom Petty and the Heartbreakers, Ben Harper, Willie Nelson, Van Morrison, Massive Attack, Garth Brooks
WHAT'S HOT "The park is a lot prettier than it's been in the past," says Charlie Jones, a possessor of the rocky five-year-old fest, which fans complained was too dirty last year. "We expect the grounds to look like a golf course."

Petty headlines Bonnaroo and Austin

This Year's Performing Artists

FRIDAY AUGUST 4: Kanye West, AFI, Social Distortion, Wu Tang Clan, Queens of the Stone Age, Bad Religion, Yellowcard, Slightly Stoopid, She Wants Revenge, Steel Pulse, Matchbook Romance, Rock Kills Kid, Lupe Fiasco, Particle, Nine Black Alps, Cheb I Sabbah, Thomas Mapfumo, What Made Milwaukee Famous, The Colour and The Shys.

SATURDAY AUGUST 5: Tool, Yeah Yeah Yeahs, Snoop Dogg, Modest Mouse, My Chemical Romance, Sean Paul, Bloc Party, G Love & Special Sauce, Tricky, Donovan Frankenreiter, The Subways, The Editors, Ska Cubano, The Futureheads, Tapes n Tapes, Bedouin Soundclash, West Indian Girl, Karsh Kale, Margot & The Nuclear So & So's and Dirty on Purpose.



TRANS-GLORIAL UNDERGROUND

PHOTO BY: BRIAN LUCERANI



THE FLAMING LIPS

PHOTO BY: FRANK HEWITT

Not Just A Concert

As previous Street Scene attendees know—the festival is more than a great concert. In addition to the longtime partnership with “Southwest Airlines Taste of San Diego” featuring some of the best food from San Diego’s top restaurants, this year’s Street Scene will also be a virtual feast for the ears and eyes.

Attendees Will Also Enjoy:

- Mutaytor—a phenomenal, cutting-edge circus act with fire dancers, tribal drums, aerial acrobatics, stunning visual and audio effects
- The Yard Dogs Road Show—a critically acclaimed vaudeville/burlesque act
- The Dragon House Drag Show
- Carnival rides; a drum circle; and interactive art installations
- Arts and craft vendor booths from throughout Southern California

Street Scene Helps Shape Reuse of Qualcomm Stadium

The opening of PETCO Park in Downtown San Diego has created an opportunity for Qualcomm Stadium to serve as the host venue for large-scale athletic, cultural and music events.

Street Scene is one of the first San Diego events to take advantage of the large open spaces available at Qualcomm Stadium, as well as its central location. The event relocated from its traditional downtown venue to Qualcomm Stadium in 2005. With more than 2.5 million square feet of potential venue area, there will be room to further develop this signature San Diego event.



SNOOP DOGG | TIME WARNER STAGE

PHOTO BY: BRIAN LOCKHART

Festival-goers From Around the World

Every year Street Scene attracts festival attendees from around the world. The festival has a loyal following in Australia, Canada, Japan, Sweden, South Africa, and Ireland. This year MTV Thailand has sent a 10-person crew to cover the event. The Street Scene website (www.street-scene.com) is also recognized internationally and receives an average of 3 million hits per day the week leading up to the festival.

Loyal event followers throughout the United States abound as well. This year, online tickets have been sold to attendees from every state in the United States. The more than 20 hotels participating in the Street Scene online reservation program report strong sales—with many of them sold out weeks in advance.



Producers of Street Scene recognize the importance of a quality experience for festival attendees and therefore limit the overall attendance to the event. This year, the venue has been structured to accommodate 40,000-50,000 each night.

Street Scene's History

Street Scene was launched in 1984 with two versions of the event (one in May, the other in August) by San Diego entrepreneur Rob Hagey.

Originally set in a one-block area of downtown San Diego (on Fifth Avenue between J & K Streets), the event's first-year performers included Los Lobos and The Blasters in May, and X, Robert Cray, and the Neville Brothers in August.

By 1987, Street Scene had become a once-a-year occurrence. The Gaslamp location was utilized for 19 years. In 2004, while celebrating its 20th Anniversary, the annual event moved to a venue adjacent to Petco Park. This enabled festival organizers to allow people to move more freely between the festival's performance areas while remaining in an easily accessible central San Diego location.

The move to the Qualcomm Stadium location in 2005 allowed for an even more expanded area. Throughout the festival's 20-year history, fans have come to expect a mix of some of the top names in music.

