

MONTEREY INTERNATIONAL **POP FESTIVAL**

Celebrates 50 Years

**Three Day Music Festival Featuring
Jack Johnson, Phil Lesh & The
Terrapin Family Band, Leon Bridges,
Norah Jones, The Head and the
Heart, Father John Misty, Regina
Spektor, Gary Clark Jr., Jim James,
Kurt Vile & The Violators, Booker T.
Stax Revue and More**

June 16 - 18, 2017

Monterey County Fairgrounds - Monterey, CA

**3-Day GA and VIP Tickets on Sale Friday, April 21 at 10am
PT**



Los Angeles, CA - April 17, 2017 - Another Planet Entertainment and Goldenvoice in association with the Monterey International Pop Festival Foundation announce Monterey International Pop Festival - Celebrates 50 Years, a three-day music celebration event at the Monterey County Fairgrounds from June 16 to 18 - marking exactly 50 years to the day and spot of the legendary festival in 1967. The music festival will feature performances by Booker T. Stax Revue, Charles Bradley & His Extraordinaires, Dr. Dog, Eric Burdon & The Animals, Father John Misty, Gary Clark Jr., Hiss Golden Messenger, Jack Johnson, Jackie Greene, Jacob Banks, Jamtown feat. Cisco Adler, Donavon Frankenreiter and G. Love, Jim James, Kurt Vile & The Violators, Langhorne Slim & The Law, Leon Bridges, Nicki Bluhm & Dirty Dozen Brass Band, Norah Jones, North Mississippi Allstars, Phil Lesh & The Terrapin Family Band, Regina Spektor, Sara Watkins, The Head and the Heart and more. Monterey International Pop Festival 50 is All Ages. 3-Day GA and VIP tickets go on sale this Friday, April 21st at 10am PT.

Lou Adler, one of the original Monterey International Pop founders who co-produced the 1967 festival alongside John Phillips of The Mamas & the Papas, is involved once again in overseeing the festival weekend. Lou said, "The Monterey International Pop Festival cannot be duplicated but can be celebrated and will be, by the performers and the attendees at the 50th Anniversary festival." Monterey Pop has been called one of the most important events in the history of Rock & Roll music. It was the first major rock festival and rock charity, a forerunner and blue print for charity concerts such as Live Aid, Farm Aid, as well as the

commercial festival landscape of today. The festival was a historic musical and cultural explosion, introducing the world to Janis Joplin, Jimi Hendrix, Otis Redding and The Who, to name a few.

Gregg Perloff, CEO of Another Planet Entertainment said, "When we set out on this endeavor, we had one goal: not to recreate the original festival but to honor it. How do you put on a show in 2017 with some of the sweetness and innocence of 1967? Of course, we'll have a great sound system, but we'll forego large video screens and overwhelming production for a more classic feeling. Lest we forget, it happened in Monterey..." **Paul Tollett**, President and CEO of Goldenvoice, said, "Fifty years later the influence of Monterey Pop Festival is still felt, an impeccable lineup at the perfect time." Artists confirmed at Monterey Pop Festival 50 have all taken inspiration from talent and performances from the original version in 1967. Some performers will pay homage to those who came before them with a set of their own songs, as well as a nod to the artists from the original lineup.

With its motto, "Music, Love and Flowers," Monterey Pop drew hundreds of thousands of people to Northern California in 1967. It was a celebration of benevolence and cultural change, the key event of the Summer of Love, and one of the chief defining moments of the baby boom generation. It presented rock music as a movement, not just in California, but globally. Preceding Woodstock by two years, it was the first major rock festival and started the rock festival tide. It was multi-racial; it was national and international; it brought together musical talent from diverse genres; it established new rock stars as art and culture leaders; and legitimized and kicked off the rapid expansion of rock music into today's multi-billion-dollar industry.

The goal of this celebration is to memorialize Monterey Pop's importance, legacy and lasting impact on contemporary culture with live music performances, unique experiential activations, historic memorabilia and art installations. Additionally, Goldenvoice and Another Planet Entertainment will work together with the Monterey International Pop Foundation, which Lou Adler serves as Director, to give back and ensure this historic festival continues to inspire and empower music lovers in need.

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ABOUT ANOTHER PLANET ENTERTAINMENT:

Since 2003, Another Planet Entertainment (APE) has produced and promoted thousands of events with artists as diverse as Radiohead, Neil Young, Daft Punk, Adele, Tom Petty & The Heartbreakers, Metallica, Dave Matthews Band, Bruce Springsteen, Juanes, Paul McCartney and Kanye West. Named the Top Independent Promoter (U.S.) by Billboard Magazine in 2015 and 2016, APE is the exclusive promoter for the Greek Theatre in Berkeley, the Fox Theater in Oakland, the historic Bill Graham Civic Auditorium in San Francisco, The Independent in San Francisco, Lake Tahoe Outdoor Arena at Harveys and operates a private events division, Another Planet Event Group. APE also produces three major annual festivals - Outside Lands (since 2008) and Treasure Island Music Festival (since 2007) in San Francisco, as well as Life Is Beautiful (since 2013) in Downtown Las Vegas. For more information, visit www.APEConcerts.com.

ABOUT GOLDENVOICE:

Goldenvoice, creators of Coachella Valley Music & Arts Festival, Desert Trip and Stagecoach: California's Country Music Festival, also operates successful Los Angeles music venues including the Fonda Theatre, El Rey Theatre, and Shrine Auditorium. Beginning as an independent punk rock promoter in the early 1980s, Goldenvoice grew to be the preeminent alternative promoter in Southern California by forging strong relationships with both bands and music fans. Goldenvoice promotes over 1400 concerts a year in California, Nevada, Alaska, Arizona, Hawaii and Canada.

ABOUT MONTEREY INTERNATIONAL POP FESTIVAL FOUNDATION:

The Monterey International Pop Festival Foundation (MIPFF) is a non-profit charitable and educational foundation empowering music-related personal development, creativity, and mental and physical health. In the spirit of Monterey International Pop Festival, and on the behalf of the artists who took part, the Foundation awards grants to qualified organizations and individuals with identifiable needs in those areas.

For more information on MONTEREY POP, please contact:

PRESS HERE

Gina Schulman // Jamie Carroll

gina@pressherepublicity.com // jamie@pressherepublicity.com

ph: 323-556-9752

ANOTHER PLANET ENTERTAINMENT

Sarah Fink Dempsey

sarah@anotherplanetent.com

ph: 510-548-3010

GOLDENVOICE

Lindsay Lyons

lindsay@goldenvoice.com

ph: 323-930-7174