



DUE SOUTH CONCERT SERIES WILL BRING FOUR FREE CONCERTS TO MCLAREN PARK FOR 2023 SEASON STARTING JULY 29

The expanded third season of Due South will bring Bay icons, Latin legends, and exciting young talent to the Jerry Garcia Amphitheater in southeast San Francisco

Concert Series Presented in Partnership Between San Francisco Parks Alliance & Noise Pop

SAN FRANCISCO, CA (June 29, 2023) – Today, **San Francisco Parks Alliance** and **Noise Pop** announced the third season of **Due South**, the free outdoor concert series hosted at Jerry Garcia Amphitheater in McLaren Park.

This season, Due South is expanding from three to four concerts after bringing thousands of attendees to the Amphitheater in 2022 to see acts like Deafheaven, Thao, and Ozomatli. Each of the four concerts in the season features a group of contemporary talent as diverse as the Bay Area itself that celebrates the cultures and communities that surround McLaren Park. This year's lineup features artists representing genres from rock to R&B to Latin alternative, many of which are native to the Bay Area. In addition to live music, Due South features food trucks from local restaurants.

All four concerts in the series are free and open to the public, but concert goers are encouraged to RSVP online at dothebay.com/due-south to enter to win reserved seats and prizes at each concert. There, attendees can also become an SF Parks Alliance member to secure reserved seating at any of the shows, while supporting parks across San Francisco.

The kick-off concert on July 29 will feature two Oakland-based acts: garage rockers **Shannon and the Clams** and psychedelic hip hop artist **James Wavey**. The concert on August 26 will feature indie-pop band **Cherry Glazerr**, rock band **Momma (Duo)**, and Oakland's genre-bending **King Isis**. On September 16, a pair of Latin indie-alternative artists, **Y La Bamba** and the Bay's own **Marinero**, will take the stage with support from San Francisco's own **Loco Bloco**. Oakland-born legend **Sheila E & The E-Train** will close the season on October 7 with Oakland singer-songwriter **Satya**.

"Southeast San Francisco deserves a free concert series on par with Stern Grove or Hardly Strictly, and Due South at McLaren Park is the answer," said Drew Becher, CEO of SF Parks Alliance. "It's one of the best hidden gems in San Francisco, and it's about to lose its 'hidden' status."

Due South was created in 2019 to bring a premier free concert series to McLaren Park, the second-largest park in San Francisco. After a pandemic-related hiatus, the series returned with a three-show slate in 2022. Due South provides critical support for greenspaces across San Francisco by donating a portion of proceeds to SF Parks Alliance.

"It's a fantastic feeling to bring back such a beloved local event series, especially with such incredible partners as those at SF Parks Alliance. The Noise Pop team is looking forward to reaching more music fans than ever before with this expanded schedule, while also exploring new civic-minded projects around the Bay Area and finding new ways to support the local arts community," said Noise Pop's CEO Michelle Swing.

Jerry Garcia Amphitheater is a Greek-style outdoor concert theater with outstanding acoustics and scenery. Originally built in 1970 by SF Rec & Parks, the Amphitheater was renamed in 2006 in honor of the Grateful Dead icon who grew up nearby in the Excelsior neighborhood.

"I can't think of a better way to spend a summer day than in enjoying live music while surrounded by nature in McLaren Park," said San Francisco Recreation and Park Department General Manager Phil Ginsburg. "We are thrilled to welcome back Due South with its diverse lineup of talent."

Due South is produced by SF Parks Alliance and Noise Pop, in partnership with the San Francisco Recreation and Park Department. Special thanks to the City of San Francisco, District 11 Supervisor Ahsha Safai, the Office of Economic & Workforce Development, and sponsors for their support in making the 2023 season possible.

Due South 2023 Schedule [all events Saturday, 2-6 PM]

- July 29: **Shannon and the Clams**, James Wavey
- August 26: **Cherry Glazerr**, Momma (Duo), King Isis
- September 16: **Y La Bamba**, Marinero, Loco Bloco
- October 7: **Sheila E.**, Satya

Approved Links

RSVP for a chance to win reserved seating + prizes at each concert:

dothebay.com/due-south

SF Parks Alliance Media Kit

About San Francisco Parks Alliance

SF Parks Alliance is San Francisco's only citywide parks nonprofit. For over 50 years, we've been partnering closely with communities and public agencies to create, sustain, and advocate for parks and public spaces across the city. We believe that everyone deserves access to safe and welcoming community spaces, regardless of where they live in San Francisco.

CONTACT

Jake Ramirez
Associate Director, Marketing
San Francisco Parks Alliance
media@sfparksalliance.org

SF Parks Alliance Social Media:

Instagram: [instagram.com/sfparksalliance](https://www.instagram.com/sfparksalliance)
Facebook: [facebook.com/sfparksalliance](https://www.facebook.com/sfparksalliance)
Twitter: [twitter.com/sfparksalliance](https://www.twitter.com/sfparksalliance)
Website: sfparksalliance.org

About Noise Pop Industries

Noise Pop Industries is the oldest home-grown independent music and arts event promoter in the San Francisco Bay Area. Since 1993, Noise Pop's namesake festival has pioneered the multi-venue festival landscape and focused on showcasing early-career performances by then-emerging artists such as The White Stripes, Modest Mouse, Joanna Newsom, The Flaming Lips, Courtney Barnett, Death Cab for Cutie, Grimes, and many more.

Today, Noise Pop produces hundreds of concerts and unique events annually throughout the Bay Area and Northern California at more than two dozen of our favorite venues throughout the region. NPI also partners with local organizations and institutions like the California Academy of Sciences, the San Francisco Parks Alliance, Fort Mason, and the Mill Valley Chamber of Commerce to produce and promote cultural events via its NPI WHTLBL services brand. Additionally, NPI operates the Bay Area's leading local nightlife and entertainment guide DoTheBay, helping hundreds of thousands of Bay Area residents find out what to do in the Bay.

Please visit NoisePop.com for more information.

MEDIA CONTACT

Trey Hicks, trey@paintingpictures.co

Allison Winker, allison@paintingpictures.co

SPONSORSHIP INQUIRIES

Brett Leader, brett@noisepop.com

Noise Pop Social Media:

Facebook: facebook.com/NoisePopIndustries

Instagram: instagram.com/noisepop/

Twitter: twitter.com/noisepop

Website: noisepop.com

###