

# Beach News

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SANTA CRUZ, CA

## Celebrate Summer with FREE Concerts at the Boardwalk



### IT'S SUMMER!

### Chubby Checker

And that means that the popular "Pepsi Presents: Summertime, Summer Nights" free concert series returns to the Santa Cruz Beach Boardwalk.

Classic groups from the 1960s and '70s perform twice every Friday evening, at 6:30 and 8:30 p.m., from July 1 through September 2.

"The band series has become a Friday night tradition each summer," comments Marq Lipton, Boardwalk vice president of marketing and sales. "Families enjoy being able to share an evening of music and fun at the beach with their friends."

Begun in 1987, the Summertime, Summer Nights series has offered such classic music greats as Jan and Dean, Davy Jones, Tiny Tim, the Surfaris, Bo Diddley, the Platters, Mary Wells, the Coasters and Little Anthony.

*The "Pepsi Presents: Summertime, Summer Nights" concert series returns with such classic acts as the Shirelles, Chubby Checker, Peter Noone of Herman's Hermits, Papa Doo Run Run and the Drifters.*



**The Drifters**

Admission is free to all of the concerts, thanks to sponsorship by the Santa Cruz Beach Boardwalk and Pepsi-Cola. For performance schedules, contact the Boardwalk Marketing Department, 400 Beach Street, Santa Cruz, CA 95060, (408) 423-5590.

### BANDS SCHEDULED TO APPEAR

*(more to be announced, and all subject to change):*

**JULY 1 THE SHIRELLES**, the "First Ladies of Soul," kick off the series with hits including *Soldier Boy* and *This Is Dedicated To the One I Love*.

**JULY 8 PETER NOONE OF HERMAN'S HERMITS** declares in song, *Mrs. Brown, You've Got a Lovely Daughter*.

**JULY 15 CHUBBY CHECKER** brings music to the Boardwalk with a twist! Get out your hula hoops and do *The Twist*.

**JULY 22 THE DRIFTERS** return to the perfect place to croon *Under the Boardwalk* and other classics.

**AUGUST 26 PAPA DOO RUN RUN** performs vintage '50s and '60s favorites on the Boardwalk Bandstand.