

FEBRUARY 2023

THE WHOLE SHABANG



Image by Shabang

Shabang is Back !



With the sun shining on the golden hills of San Luis Obispo, came thousands of brightly dressed festival goers flooding the entrance to enjoy their favorite musical artists. Over the next two days of this immersive festival, attendees will get to experience the warmth of a community that they have been deprived of for quite some time. After a two year hiatus because of event closures, the talent of the central coast can now properly be celebrated. Finally, with no restriction and no distance: Shabang is back.

According to the live entertainment trade publication Pollstar, the concert industry lost \$30 billion in 2020 after every major tour and music festival was suspended in an effort to stop the spread of COVID-19. Shabang music festival was on a two year hiatus during this period, with no sort of in-person concerts or events. However, their return in 2021 was their largest festival size and attendance in their event history.

The nationwide shut down granted the founders ample time and newfound creativity to bring back the festival bigger than ever before. The new two-day format and largest lineup yet, skyrocketed their festival presence and brought in audiences from all along the coast. Music lovers could not wait any longer to experience Shabang again.

According to Billboard online, 32 million people go to at least one music festival in the US each year. This pre-pandemic statistic shows the immense impact music festivals have in our country and its trending presence. In 2021, Shabang had its first festival since 2019. Now, with no mask regulations or distancing guidelines in 2022, the newfound energy and excitement post pandemic opened new doors for Shabang and festivals at large.

Now, as we enter the 2023 festival season there is nothing holding us back from being short of extraordinary. As one music lover community, we can enjoy the spirit of festivals hand in hand.



MEET THE DREAMY, ELECTRONIC INDIE BAND THAT IS TAKING THE LAGUNA LAKE STAGE IN MAY.

From Montreal, Canada, two university friends, Jessie and Dragos, created magic when they decided to combine their musical talents and release their first self-titled album in 2014. In 2016, they permanently partnered with vocalist Emma Proulx, completing the band we know today. Since then, Jessie, Dragos, and Emma have self-released four studio albums and independently released multiple EPs. Their unique and ethereal sounds have taken them around the globe on multiple world tours, headlining various venues and festivals. Although the band has gained thousands of followers and media attention, they value the mystery within music and rely on their talent to wow audiences. The band prides themselves in being an autonomous group and appreciates the creative freedom that comes with it, "When we finish a song one day, we can release it the day after," says Proulx. The San Luis Obispo hills await to be filled with the hazy groove of Men I Trust.



SANTA BARBARA BEACH YOGA X SHABANG

On March 1st, Santa Barbara Beach Yoga will be hosting a silent disco yoga flow on the beautiful Cabrillo Beach in Santa Barbara. Instructors will combine the meditative aspects of a yoga practice while allowing for attendees to free flow alongside their favorite songs.

All music that will be played during the silent disco will be solely musicians on the Shabang 2023 lineup to promote their upcoming performances.

This community event is open to everyone who enjoys being outdoors, music, and moving their body! There truly is no better way to appreciate the beauty of the central coast while valuing your own wellness.

BATTLE OF THE BANDS

Five Santa Barbara bands will battle this April 15th. The prize? A cash prize and a spot on the 2023 Shabang lineup.

Come watch bands Fieldaze, Crawdads, Lizard's Mouth, Strange Case, and Glenn Annie at the SOHO Music Club in Santa Barbara. The stakes are high, but the bands are ready. Come watch an unforgettable showdown!

Battle of the Bands

Tour

Lineup:

- SAN LUIS OBISPO • THE FREMONT
- WHITE JAGG • THE SANDSPITS • HONEYBOY'S • COUCH DOG • GATE ARMSTRONG
- FORTUNA • SAINT LULU • BLANK SPACE • BUPPY • RAIN ON FRIDAYS
- SANTA BARBARA • SOHO MUSIC CLUB
- FIELD DAZE • CRAWDADS • LIZARD'S MOUTH • STRANGE CASE • GLENN ANNIE
- BERKLEY CONNECTION
- KIRLORD • VAN WAH • MOM CARS • CHARITY KISS • THE MOONDROPS
- SANTA CRUZ • THE CATALYST
- TRESTLES • CASINO YOUTH • LADDERS • TRASH DAY • SLUTONY
- FREE THE YOUTH
- SHABANG**
- BRUTUS RECORDS

By Students, For Students

Almost 11 years ago, three college friends hosted a concert on the hilltops of San Luis Obispo to celebrate their graduating year. They called it Shabang. From those humble roots, Shabang has grown into a huge celebration of music, friendship, and art, with thousands of attendees. The beginnings are not forgotten by the founders, through their attempts to include the college community in their successes.

Nikki Morgan is Shabang's 22-year-old public relations specialist. She proves Shabang's claim that their community involvement and college recruitment make **Shabang by students, for students.**

California Polytechnic University, a large university, is just miles from the yearly Shabang festival. It doubles as the perfect place to recruit passionate students and expose them to the world of music management and event planning. "The majority of their staff actually are from Cal Poly," says Nikki. "It's a great way for students to get a really good experience."



Image by Shabang



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Nikki was a senior at Cal Poly studying public relations when she saw opportunities working with Shabang. Motivated by her passion for PR and entertainment she applied with a few other graduates.

"It was the kind of thing like, oh, this would be cool, but I don't really know how it's gonna work," admitted Nikki. "Then three of my best guy friends ended up also applying." After applying on a whim, she started out as their public relations intern. "Now I train other Cal Poly kids," she says proudly.

Being so close to this university, the founders are sure to make the lineup targeted toward student listeners. "Our main demographic of ticket buyers last year was 18 to 24, which gives us a pretty good range that it's going to be college kids for the most part," Nikki confirms. Shabang's lineup mainly consists of indie and rock bands, with touches of EDM performers.

Nikki discusses different music trends taking over California, one of them being surf-rock. Surf rock bands are very popular on the central coast and California college campuses. Surf-rock has a big presence on the 2023 Shabang lineup because "it's the perfect kind of music for Cal Poly San Luis Obispo. And also Santa Barbara kids, because we all listen to it," Says Nikki.

The opportunities Shabang gives students does not end there. Shabang offers volunteer positions where individuals volunteer for the festival, and receive tickets for free. Furthermore, the food, drink, and craft vendors and sponsors on site are mostly San Luis Obispo and central coast companies, including students. Opportunities like these are purposely marketed towards Cal Poly students, creating a space where the community can come together and gain experience.

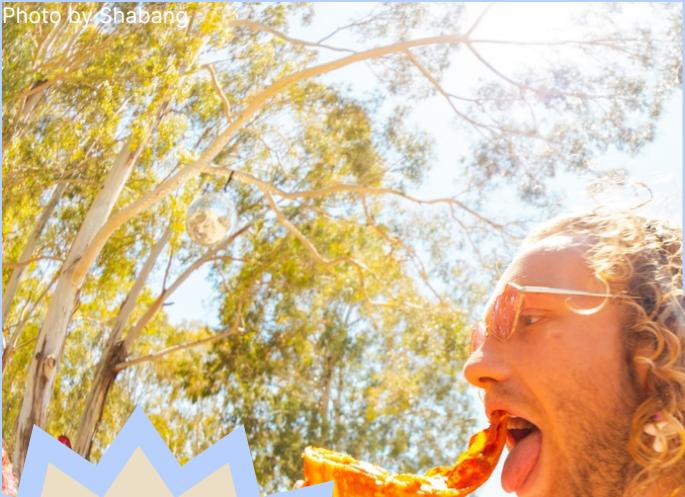
SHABANG DOES A REALLY GOOD JOB OF
BRINGING IN THE EXTERNAL COMMUNITY OF SAN
LUIS OBISPO AND GIVING THEM OPPORTUNITIES
THROUGH THEIR FESTIVAL

NIKKI MORGAN

They would never leave San Luis Obispo," Nikki ensures, "They will keep including the community the way that they do and keep giving people opportunities. I could never get this kind of opportunity. I'm 22 years old, you know what I mean."

SLICE OF THE CENTRAL COAST

Photo by Shabang



RYDE CARPOOL GIVEAWAY!

Shabang is partnering with its sponsor, Ryde Carpool, to give away Shabang festival tickets to 50 lucky students. From April 1st to 15th any student who purchases a ride through the Ryde application will automatically be placed in the giveaway and will get a chance to receive a free ticket!



TO LEARN MORE VISIT SHABANGSLO.COM

Woodstocks, a student centered, California born and baked, pizza place has made a name for itself on the central coast. We know you will be munching on a Woodstock's slice this May to fuel you for a weekend of fun. Their restaurants are the perfect student hangout and add so much life to college campuses. In 1982, the two owners Chuck and Chew found their claim to fame when they opened up in Isla Vista, a Santa Barbara college town. The

Isla Vista location is the meeting point for students to relax between classes, socialize on the weekends or quickly grab a slice when they walk by. After their quick rise to fame, students at local college campuses began hearing about the magic of Woodstocks. Woodstocks honors giving back to the community and can be found holding fundraisers, booths, or catering events. Like Shabang, they understand that the central coast is worth celebrating. Now with a location in San Luis Obispo, Woodstocks understands their student demographic and creates events and deals to recognize their audience and support system. Come find the Woodstock's booth at Shabang festival to taste the love!



WHAT'S IN YOUR FESTIVAL BAG?

5 festival essentials to help you thrive at Shabang



1. REFILLABLE WATER BOTTLE

Hydration is key when attending a festival like Shabang. While enjoying your favorite artists, it's easy to get caught up in the moment and forget to drink water. Shabang will have refillable water stations all around our venue for your refilling needs. If you do not want to worry about carrying around a water bottle, CamelBack sells backpacks with attached hydration packs for easy access sippin'!



2. DISPOSABLE CAMERA

Disposable cameras are the ultimate festival essential! Not only are you not going to be worried about carrying around an expensive camera or being on your phone, but your film pictures will look cool and retro. These cameras can be found about anywhere, and the thrill of getting your pictures back from developing is unbeatable.



3. PORTABLE CHARGER

As much as we want you to live in the moment at Shabang festival, safety comes first. Having a phone or device charged and ready to communicate with your group or help you out should be a top priority. However, being on a golf course, it's hard to give you guys access to charging stations. Instead, we recommend bringing your own portable charger! This charger from Casely has so many design options and will keep you juiced all weekend long.



4. SUNSCREEN

We estimate the sun will be strong at Shabang and we can not wait to enjoy it! However, protection is always necessary. Put on Supergoop's Unseen Sunscreen so you can dance all day...without being in pain.

5. SNACK

There will be multiple food vendors at Shabang festival with choices for every palette. However, just in case you find yourself far away from our dining section or are in need of a quick bite, a GoMacro bar never fails.



Shabang is coming to your campus! During the week on April 15th, 2023 Shabang representatives and influencers will have a booth outside the University of California, Santa Barbara Library. There, students will have the opportunity to connect with Shabang team and get first hand information on the Shabang experience. At the booth, students can participate in giveaways, merchandise, and even purchase a festival ticket with 10% off! We hope to see you there!



SEE YOU AT

SHABANG!