

MEMORIAL DAY WEEKEND
MAY 28, 29 & 30

Rose Bowl

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DAY WEEKEND
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Rose Bowl

SIG-05
www.SIGSART.COM



RIDES, food and great music are just part of the excitement at Pasadena Summer Fest.

Five great festivals in one

Pasadena Summer Fest moves to Rose Bowl Memorial Day weekend

What is now known as Pasadena Summer Fest began 16 years ago as a two-day street festival. By the end of the fifth year, not only had it grown in size and moved to a park location, but it became an annual Memorial Day Weekend tradition and the world-famous Playboy Jazz Festival had joined the party.

This year Pasadena Summer Fest undergoes another transformation as it moves to the world famous Rose Bowl, 1001 Rose Bowl Drive, Pasadena, 91103, for Memorial Day Weekend, 10 a.m. to 8 p.m., Saturday, May 28, to Monday, May 30.

Pasadena Summer Fest is the banner title for five great events in one place at one time:

Playboy Jazz at the Rose Bowl
Family Fun Fest
A Taste of Summer
Summer Art Fest
The Sports Zone

You can dance all your cares away to the eclectic sounds

of jazz, Latin/salsa, blues and Afro-Cuban at the Playboy Jazz stage, sample the delicious treats at A Taste of Summer, browse 'n buy items at the Summer Art Fest, pet a kangaroo while boogying like John Travolta at the Family Fun Fest, or prove your athletic prowess at The Sports Zone.

Event producer Ray Leier, CEO of Altadena-based del Mano Productions and co-owner of Brentwood's del Mano Gallery, has been at the helm for all these years. Thanks, Ray!

Admission to the event is FREE and ample parking will be available for \$10.

Festival-goers are encouraged to bring blankets, beach and lawn chairs to the new location. There will be no stadium seating available. As in past years, no umbrellas, canopies, coolers or picnic baskets, backpacks, glass containers, cans, alcoholic beverages, audio recorders, video cameras, barbecue grills or dogs will be allowed entry to the site. Smoking is not allowed on the Rose Bowl lawn.

For a map of the events, see page 5. For information, visit www.PasadenaSummerFest.com or call (626) 797-0421.

Event producers and sponsors

Pasadena Summer Fest is produced by Ray Leier, CEO of Altadena-based del Mano Productions and co-owner of Brentwood's del Mano Gallery.

Playboy Jazz at the Rose Bowl, produced by Darlene Chan, president of West Coast Operations, Festival Productions Inc., is presented in cooperation with the 2005 Playboy Jazz Festival, KTWV The Wave and KKJZ 88.1 FM, and is supported in part by the Recording Industry Music Performance Trust Fund. The Las Vegas Convention and Visitor's Authority sponsor this year's "Playboy Jazz Festival." Billy Mitchell liaisons bookings on behalf of del Mano Productions.

Family Fun Fest, directed by Roscoe Lee Owens and produced in part by El Monte-based Games and Creations president Mike Hellyar, is presented by Scott® "Common Sense Tour" and radio station K-EARTH 101.

A Taste of Summer, directed by Robin Salzar owner of Robin's Wood-fire BBQ & Grill in Pasadena's Hastings's Ranch, is presented by Michelob Light and radio stations KLXS 97.1 FM and 93.1 JACK FM.

Summer Art Fest, produced by Ray Leier, is presented by Charter Communications and KNX 1070 NewsRadio.

The Sports Zone, directed by Mike Hellyar, president of El Monte-based Games and Creations, is presented by

the WNBA "Be Fit Tour" and KFWB NewsRadio.

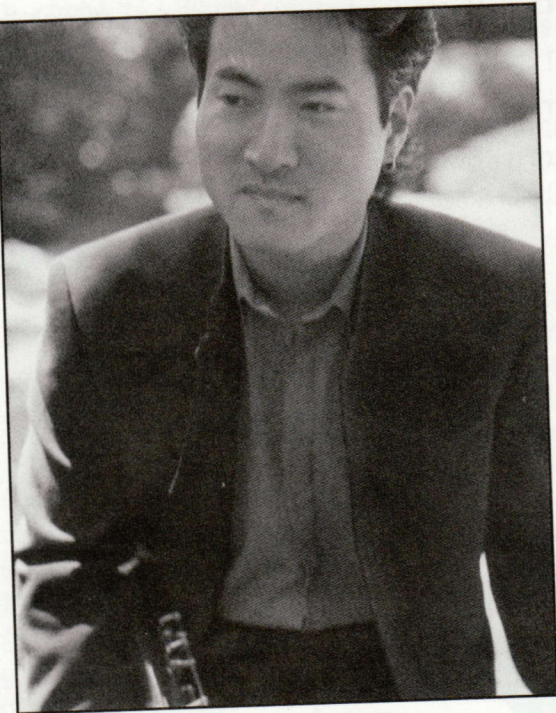
Bernard Blain, owner of Tujunga-based KatiaTV, Inc., designed and created the Summer Fest website and commercials. Jerry Lozano, president of SponsorTech, Inc., handles sponsorship acquisitions and marketing promotions.

Publicity and promotions provided by Regina Davis, president of Davis & Associates Public Relations. Program editor is Devra Hall, director of the Corporate Communications Division of Davis & Associates.

Program layout is by Karen E. Weber, San Gabriel Valley Newspaper Group.

Playboy Jazz presents first live concert at the Rose Bowl

The many facets of jazz make it the best free music event in Southern California



JEFF KASHIWA

Jazz at the Bowl has always meant the Hollywood Bowl, but now that Summer Fest has moved to the Rose Bowl, our Bowls runneth over. Not only does this year mark the first-ever Playboy Jazz at the Rose Bowl concerts, but it is the first time jazz has ever been performed at the Rose Bowl — and it's FREE!

As always, Playboy Jazz, supported by the Recording Industry Music Performance Trust Fund, presents an eclectic mix: classic and smooth jazz, instrumental and vocal, urban contemporary and Latin, retro and fusion; you may even hear some sounds rooted in the gospel and Gypsy traditions this year.



RONNIE LAWS

Playboy Jazz at the Rose Bowl

(One of the fine events at "Pasadena Summer Fest")

Schedule of performances in order of appearance, subject to change. The music begins at 11 a.m. every day.

SATURDAY, MAY 28:

John Muir High School Jazz Band

Trio Gonzalo (gypsy guitar)

The Hi-Fi Quintet (retro lounge jazz)

Oskar Cartaya & Enclave (Latin jazz)

Vocal Legacy featuring Victor Fields and Clairdee (classic jazz/smooth jazz/urban contemporary)

Henry Franklin Group (traditional jazz)

Jeff Kashiwa and Coastal Access (smooth jazz)

SUNDAY, MAY 29:

Chatsworth High School Jazz Band

CJS Quintet (be-bop, classic straight-ahead acoustic jazz)

Odara (Afro-Cuban)

Kristin Korb (jazz bassists)

Bill Fulton Band (contemporary jazz-fusion/Latin/gospel)

Ronnie Laws (jazz-fusion)

MONDAY, MAY 30:

Eagle Rock High School Jazz Band

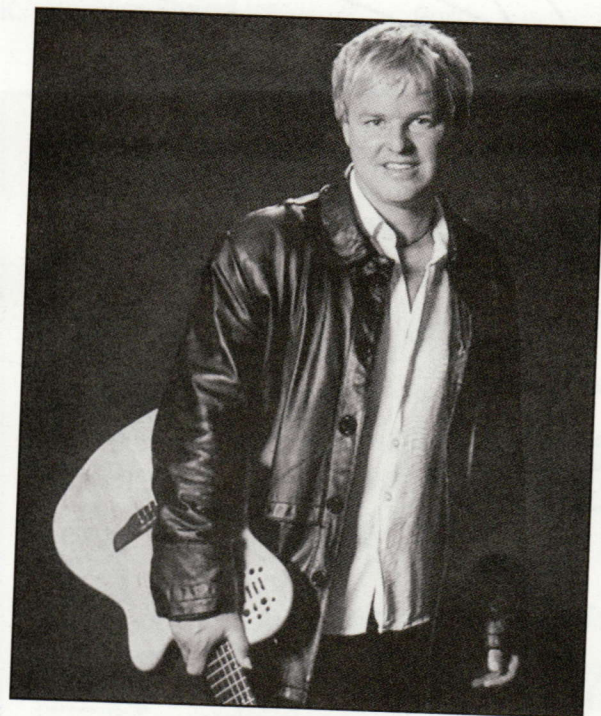
Sandy Graham (jazz vocals)

Luis Conte (Afro-Cuban)

Taylor Eigsti (jazz pianist, soulful be-bop)

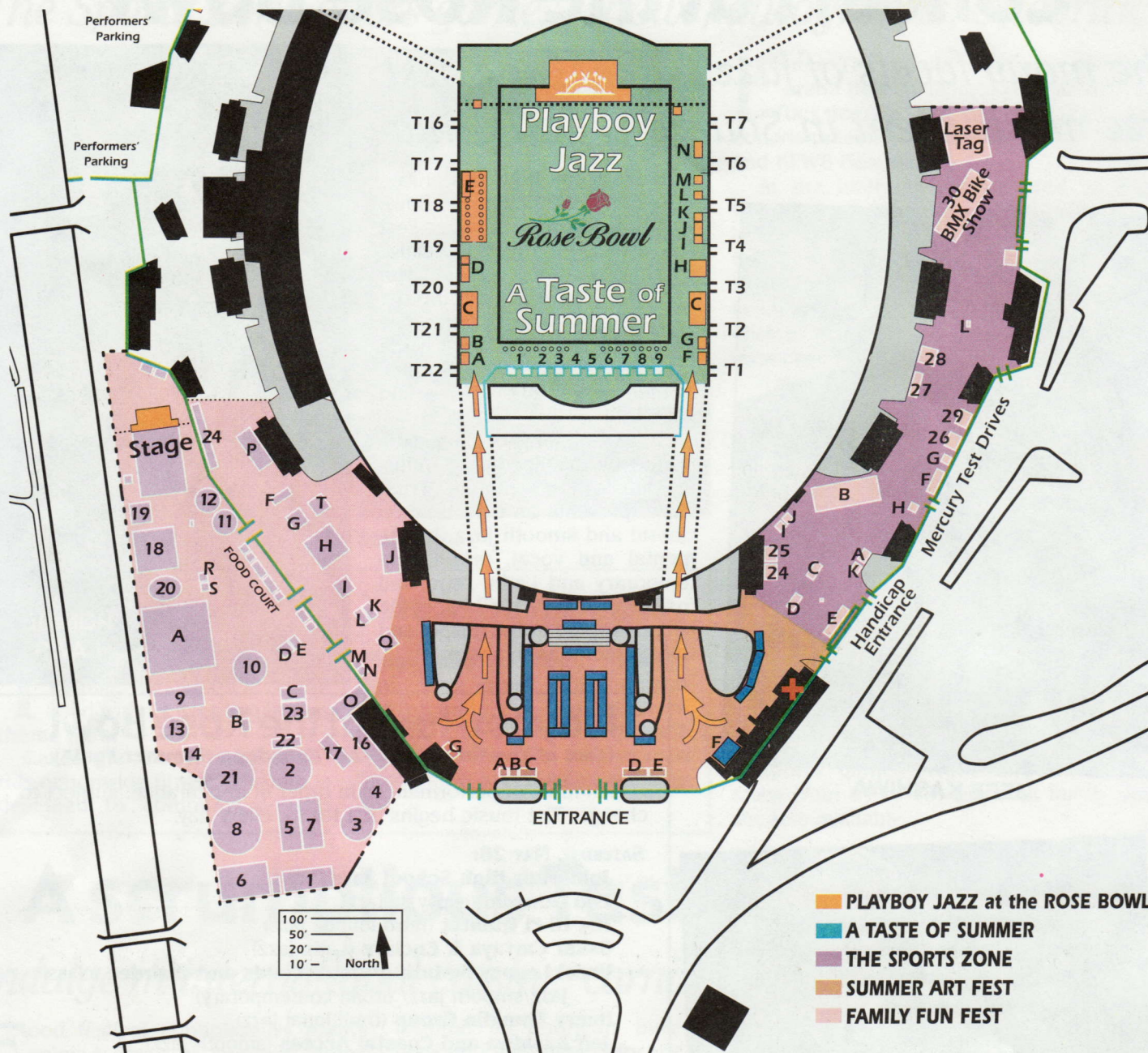
Rickey Woodard (jazz saxophonist)

Steve Oliver (adult contemporary/pop/smooth jazz)



STEVE OLIVER

PASADENA SUMMER FEST



THANK YOU TO OUR OFFICIAL SPONSORS

PASADENA SUMMER FEST '05

PLAYBOY JAZZ at the ROSE BOWL

- A. KJAZZ 88.1 FM
- B. 94.7 KTWV, The Wave
- D. CDs/T-shirts/
Autographs
- E. VIP
- F. 93.1 JACK FM
- G. KLSX 97.1 FM
- H. Summer Fest T-Shirts
- J. Beach Blankets
- L. Sunglasses/Sunscreen
- M. Pack-N-Chair
- N. Hats

A TASTE OF SUMMER

- 1. Robin's Woodfire
BBQ & Grill
- 2. Himeko Chicken
- 3. Barrett's Old Fashioned
Hamburgers
- 4. Stone's Jamaican
- 5. Castaneda's Grill
- 6. Chandra Thai
- 7. Pizza Express
- 8. Jay-Mar Corn Roasters
- 9. Park Bench Deli
- C. Beer/Wine/Sodas
- I. Barrett's Lemonade
- K. Hawaiian Shaved Ice

THE SPORTS ZONE

- 24. Soccer
- 25. Hockey
- 26. Football
- 27. Acro
- 28. Mountain Clumb
- 29. Basketball
- 30. BMX Bike Show
- 31. Dodgers Fast Pitch
- A. KFWB News 980
- B. T-Mobile
- C. WNBA
- D. Hooters Racecar
- E. Flowlab (Flowboard /
Pack-N-Chair)
- F. Dodgers
- G. L.A. Sparks
- H. Mercury Test Drive
- I. L.A. Avengers
- J. C.D. Chivas USA
- K. Autograph Booth
- L. Pacific Monarch
- M. Laser Tag USA

SUMMER ART FEST

- A. Bona Real Estate
- B. I Robot
- C. Grand Pacific Resorts
- D. Summer Fest T-Shirts
- E. Charter Communications
- F. Glendale Woodturning
Guild
- G. Oxygen Bar

FAMILY FUN FEST

- 1. Ferris Wheel
- 2. Chaos
- 3. Tornado
- 4. Kite Flyer
- 5. Space Shot
- 6. China Express
- 7. Buccaneer Ship
- 8. Casino
- 9. Super Slide
- 10. Merry-Go-Round
- 11. Mini Jets
- 12. Apples
- 13. Bees
- 14. Bounce
- 15. Fun House
- 16. Game Booths
- 17. Game Booths
- 18. Petting Zoo
- 19. Pony Rides
- 20. Train Ride
- 21. Yo-Yo Swing
- 22. Circus Wagon
- 23. Kids' Art Area
- 24. Castle Block Gardens
- A. Scotts
- B. Hansen's Natural Soda
- C. Turtle Mountain
- D. Quality Kitchens
- E. K-EARTH 101 FM
- F. Verizon
- G. Kitchen King
- H. Mercury

FAMILY FUN FEST

- I. SBC
- J. Jet Blue
- K. Pasadena Star-News
- L. Pacific Monarch
- M. John Robert Powers
- N. Viplex
- O. Johnson & Johnson
- P. Metro Experience
- Q. Amblin Entertainment
- R. Face Painting
- S. Caricatures
- T. Community Booth

FAMILY FUN FEST FOOD COURT

Popcorn
Funnel Cakes
Diggety-Dog
Soft-Serve Ice Cream
Lemonade
Shaved Ice
Linde's Almonds

+ FIRST AID

Want to stay in Pasadena for the weekend?

No problem! For the 9th consecutive year, the HILTON PASADENA, the official hospitality sponsor, offers festival visitors a special "SummerFest Jazz Weekend" package.

Reserve your room for Memorial Day weekend at the special low rate of **\$99.00 per night**, double occupancy, plus tax and gratuities. This offer is available **Friday, May 27, through Tuesday, May 31 only**; not valid if combined with any other offers and is subject to availability.

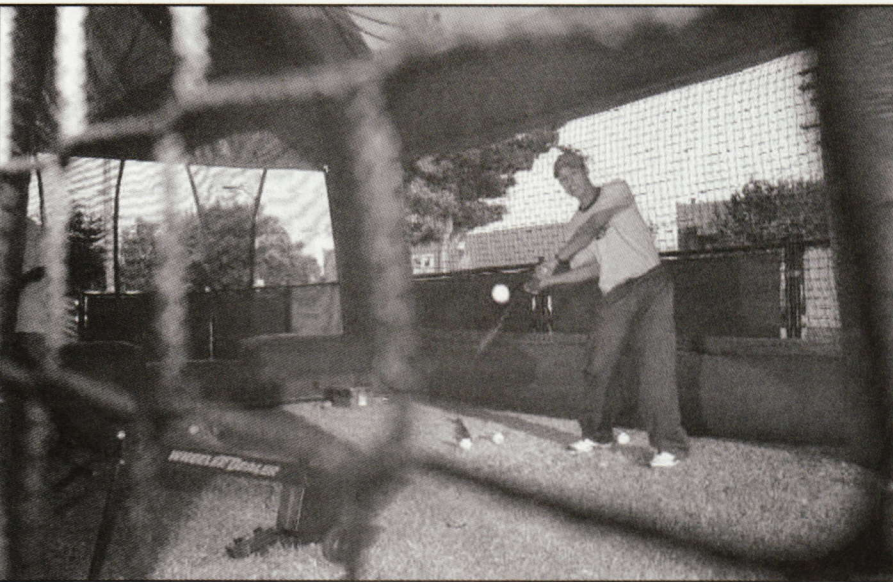
The Hilton Pasadena is located at 168 South Los Robles Avenue, nestled in the foothills of the San Gabriel Mountains and only minutes from "Pasadena Summer Fest." Boasting classic comfort and affordable elegance with the ambiance of international sophistication, the Hilton offers a host of services to its guest including fine dining, a heated swimming pool, sunning areas, around-the clock health club, a Lobby Sports Bar, and more.

For information and reservations, call the Hilton Pasadena at (626) 577-1000 and ask for the "Summer Fest Jazz Weekend" rate, or reserve online at www.PasadenaSummerFest.com.



Play like the pros

The Sports Zone offers games, shows, autographs, celebrities



TAKE A SWING in the batting cage at The Sports Zone.

Enter The Sports Zone, an interactive arena that challenges your athletic abilities to play like the pros. The Sports Zone is presented by the WNBA "Be Fit Tour" and KFWB NewsRadio.

At the interactive game area be Wayne Gretsky for the day; take a shot from the blue line and give it your best slap shot using a hockey stick and a puck shooting at the radar to test your speed and accuracy. If an old-fashioned game of baseball is your sport of choice, try a few fastballs or step into the batter's cage for home run excitement.

If you like hoops, take it to the rim and test your skills with a live action basketball game. Kick into the goal and show your World Cup style on the soccer field competing with the best of the best. If you have the stamina to play like the pros, there is a match for you.

The Sports Zone introduces team cheerleaders and dance squads from L.A.'s greatest sports teams, presents extreme sports exhibitions including BMX racing, inline, and skateboard ramp shows and interactive sports game challenges, and lots of thrill rides.

Don't miss the "Extreme Moto Mom" Gail Webb with her extreme sports, BMX bike racing, inline and skate board ramp shows.

Sports games, rides and amusements range from \$1 to \$5. Discount family tickets are also available.

Girls invited to WNBA 'fitness theme park'

The Women's National Basketball Association is on the road with its traveling fitness theme park.

Called the "Be Fit Mobil Tour," this nationwide fitness program is designed to communicate the

"Mind, Body and Spirit" message throughout every WNBA market and promote the importance of health, fitness and self-confidence to teen girls and women through fun and positive messaging.

A scrumptious Taste of Summer

Indulge in international cuisine, carnival favorites at food festival

Food festival connoisseurs always enjoy A Taste of Summer, where restaurants, cafes and eateries serve up scrumptious treats at modest prices. An eclectic mix of international menu items this year ranges from the fiery and spicy fare at Chandra Thai and grilled barbecued delights offered by Robin's, to the Southern food favorites from Stone's Jamaican and the Park Bench Deli.

With a diverse selection of menu choices that will tickle your taste buds, you won't have to leave the park to sample the international cuisines of Italy, Mexico, China and Thailand, or the spicy goodness of Southern-style Soul Food. All of this plus plenty of tra-

ditional all-American pure-beef hot dogs and hamburgers for the kids.

This year's participants include Chandra Thai, Himeko Chicken, Castaneda's Grill, Jay-Mar Corn Roasters, Park Bench Deli, Robin's Woodfire BBQ & Grill and Stone's Jamaican. Beverage selections include Coke, Sprite, and Dasani. Adult beverages include Michelob Ultra, Michelob Light, Amberbock, frozen Margaritas and assorted wines including Chardonnay, Chablis and Merlot from a noted California winery.

Food and beverage prices range from \$1 to \$10.

A Taste of Summer is presented by Michelob Light, KLXS 97.1 FM and 93.1 JACK FM.





YOU CAN BROWSE, buy and even wear the art on display at Summer Art Fest. Watch art being made at woodturning demonstrations.

An outpouring of creativity

Browse and buy from an eclectic mix of styles at Summer Art Fest

Summer Art Fest, presented by Charter Communications and KNX 1070 NewsRadio, showcases the work of some of the most talented, interesting and unique artists and craftspeople in the region.

Their works encompass an interesting mix of styles, from whimsical to contempo-

rary conversation pieces, intermixed with traditional art festival favorites.

The event is planned as a hands-on, tactical experience, where everything is available for purchase and the selection possibilities are endless.

It's one-stop shopping with all hand-made items —

no mass productions are allowed.

The juried selections — from fine art and photography; clothing and accessories; gold, silver and beaded jewelry; sculptures, stained glass and kinetic backyard art; to hand-blown glass, porcelain and ceramic pottery; paper and textile art; potpourri, soaps, candles; children's apparel, toys, doll-houses, dog furniture — offer something for even the most finicky shopper or collector.

A few of this year's artists will include fuse glass artists Cindy Stalnaker (Laguna Beach), acrylic painter Doug Tharalson (Agoura); wood cut-outs by Jacqueline Dwight (Burbank) travel photographers Alex Ludden and Terri Ringlee, (Crestline); hat designer Kathie A. Williams (North Hills), digital photographer Stephan Canthal (Redondo Beach), painter and illustrator Sandra Pryer (Torrance) and jazz-themed painter C.L. Stubblefield (Altadena).

DEMONSTRATION SHOWCASE

Marvel at the technical and artistic aspects of lathe-turned work, as skilled artisans turn what could have been a piece of firewood into a dazzling vase.

All-day demonstrations of the art of Woodturning will be presented by the Glendale Wood Turning Guild.

The Guild was formed in June of 1993 to establish an organized forum for wood turners of all skill levels to meet on a regular basis. The club consists of a couple of professionals, but the vast majority are men and women who enjoy creating their own forms and making use of the grain and natural beauty of the wood.

Besides having demonstrators turning throughout the fest, there will be a display of a wide variety of creations made by the club membership.

Cover artist presents bold images, colors

Brooklyn born artist Rich Sigberman created the cover art work and the T-shirt for Pasadena Summer Fest 2005.

Sigberman has been creating book covers, magazines art, music industry CD covers, and festival posters for more than 25 years. He has designed posters for the Mississippi Delta Blues Festival, the Virginia Town Point Jazz Festival, the Summer Breeze Music Festival, the Treasure Island Blues Festival, the Orange County Classic Jazz Festival, and West Virginia Jazz Fest, among others.

Sigberman's great interests are jazz music, sequential art, poster art, animation, and advertising images from the turn of the century through the 1950s. Using bold images and colors, these reference points provide a springboard for his art. See more of Sigberman's work at www.sigsart.com.

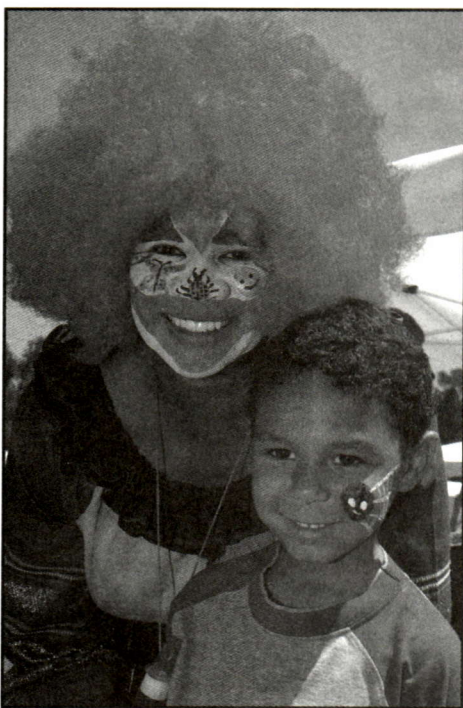
Thrills for kids of all ages

Family Fun Fest features thrill rides, entertainment, surprises galore

Bring the kids (and the neighbors too!) for a relaxing family entertainment experience. presented by Scott® "Common Sense Tour" and K-EARTH 101, features rides, amusements and interactive games, plus an entertainment stage showcasing ethnic dancers, singers, storytellers, mimes, puppeteers, magicians, and oldies-but-goodies performances.

Gather the gang and embark on an exciting fun adventure; come for the day or the entire weekend! With family fun for kids of all ages, tiny tots can enjoy the petting zoo, with its exotic animals and barnyard favorites, and youth activities at the arts and crafts "Kids Village" presented by Art-Sourced Pros.

The more adventurous will thrill at rides galore: a gigantic seven-story Ferris wheel, Stadium Bounce, Fun House, Space Shot, China Express Rollercoaster, The Buccaneer Ship, Kite Flyer, Casino, Tornado, Super Slide, Merry-Go-Round, Mini Jets, Apples, Bee's and many other new rides and attractions, including Chaos, a side-to-side head-over-heels experience.

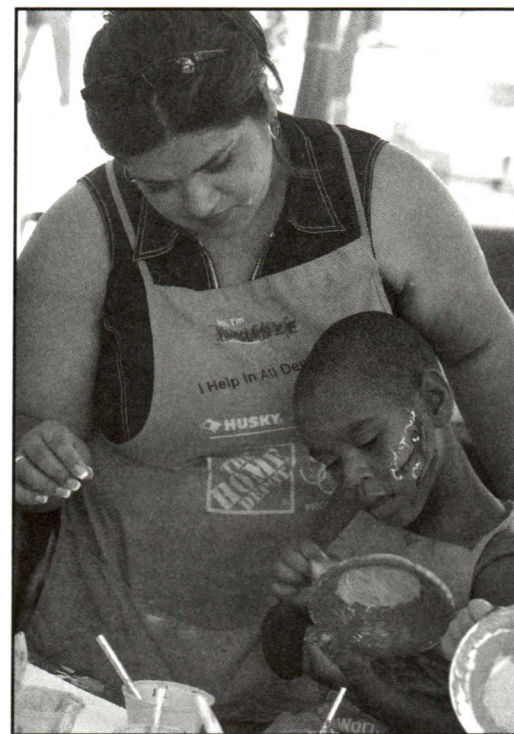


FACE PAINTING, hands-on arts and crafts, a petting zoo, carnival rides and non-stop entertainment will be featured in the Family Fun Fest.

After all of the heart pounding fun take a seat, down some yummy treats, and relax at the entertainment stage where you'll be enthralled by storytellers, puppeteers, mimes, magicians, ethnic dancers, singers and musicians. And, just when you think the day is done, get ready to boogie down with a bit of old-time rock and roll from K-EARTH 101 and 93.1 JACK.

The hands-on art and crafts activities are sponsored by Art-Sourced Pros, a non-profit organization that resources art professionals, writes curriculum, and sends artists into public schools to teach visual and performing arts as well as host art events (Art-Kids Depot) at major festival sites throughout Southern California.

Rides, interactive games and amusements range from \$1 to \$5, and discount family pack tickets are available.



Family Fun Fest Entertainment Stage

(Order of appearance, subject to change)

Saturday, May 28:

- 11:30 a.m. Wendee's Musical Adventure
- 12:30 p.m. The Patchwork Players / Patti & James Story Theatre
- 1:30 p.m. The Magical Conservatory
- 2:30 p.m. Kultura Philippine Dance Troop
- 3:30 p.m. Korean Dance Academy
- 4:30 p.m. Mariachi Juvenile Fiesta Mexicana
- 5:30 p.m. Armenian Dance Troop
- 6:30 p.m. The Good O R&B Band

Sunday, May 29:

- 11:30 a.m. Flower Buds Children Dance Ensemble
- 12:30 p.m. The Patchwork Players / Patti & James Story Theatre
- 1:30 p.m. Terry & Kate Stoival Kids Magic
- 2:30 p.m. A Step Ahead The Young Voices
- 3:30 p.m. Cuauhtemoc - Aztec Dancers
- 4:30 p.m. Flowers of the Desert - Arabian Dance Company
- 5:30 p.m. Indigo Triangle (music and dance)
- 6:30 p.m. Attitude (rock & roll band) - presented by 93.1 JACK FM

Monday, May 30:

- 11:30 a.m. Las Rosas Mexican Dancers
- 12:30 p.m. M.I.G. - "Mature in Glory" (harmony/gospel)
- 1:30 p.m. Cabad Feidh Pipe Band
- 2:30 p.m. Macey and The Magical Conservatory
- 3:30 p.m. L.A. Salsa Kids
- 4:30 p.m. Svara (Northern India classical/folk)
- 5:30 p.m. Mystik Reggae Band
- 6:30 p.m. The Retro Boomers - presented by K-EARTH 101