



The 2020 Sea.Hear.Now Festival

A One-of-a-Kind Celebration of Music, Surf, and Art
Saturday, September 19 - Sunday, September 20, 2020



Michael Kravetsky for Sea.Hear.Now 2019

Blind Melon performing at the Sea.Hear.Now Festival in 2019.

The laid-back Jersey Shore lifestyle and culture is derived from infinite waves, distinctive art, and coastal cuisine against the backdrop of soulful music and the dream of an endless summer. There's no better way to celebrate all things Jersey Shore than the Sea.Hear.Now Festival scheduled for September 19 and 20, 2020 in Asbury Park.

Back for its third year, the Sea.Hear.Now Festival is more than just a concert. Unlike other festivals, Sea.Hear.Now offers two days filled with over twenty-five musical performances on three separate stages along with surf sessions and demonstrations featuring some of the area's top-rated surfers and surfboard shapers, cuisine from local and regional restaurants including vegan/vegetarian/gluten-free options, and immersive art and yoga experiences.

Jersey Shore natives and friends, acclaimed photographer/filmmaker Danny Clinch from Toms River and

Asbury Park music journalist Tim Donnelly, co-founded Sea.Hear.Now with the help of H.M. Wollman and the promotions company C3 Presents (Lollapalooza, Austin City Limits Music Festival) as a way to unite and celebrate the partnership of music, surfing, and art in a way that could only happen at the Jersey Shore. With Asbury Park's rich music and art history, combined with its location along the sea, Clinch and Donnelly knew it was the perfect location for their vision. Six years of planning resulted

in that vision becoming a reality in 2018 as the first Sea.Hear.Now Festival seamlessly captured the essence and vibe of the Jersey Shore.

Sea.Hear.Now's success is evident in the dramatic increase in attendees since its inception. Over 20,000 people attended the festival in 2018, when musicians Jack Johnson, Incubus, Social Distortion, Blondie, and Ben Harper & The Innocent Criminals topped the bill along with a host of other music performances on three stages (the Surf and Sand Stages on the North Beach along the Atlantic Ocean and the Park Stage in Bradley Park).

In 2019, the festival sold out with a crowd of over 35,000 Jersey Shore locals and visitors who were treated to legendary performances by Dave Matthews Band, The Lumineers, Dropkick Murphys, Joan Jett and the Blackhearts, Blind Melon, and The B-52s, among others. Many musicians returned to their Jersey roots in 2019, including Little Egg Harbor native and *Stranger Things* actor Gaten Matarazzo who performed with his band, Work in Progress, alongside Pearl Jam's Mike McCready; The Wrecks' lead guitarist Nick Schmidt, who hails from Manchester; Garden State natives Wesley Schultz and Jeremiah Fraites of The Lumineers; and Joan Jett and



Adam Tormollan for Sea.Hear.Now 2019

Andrew Gesler surfs at Sea.Hear.Now 2019. Some of the most prominent surfers from New Jersey and the world participate in Surfer Expression Sessions.

SEA.HEAR.NOW

the Blackhearts, who got their start playing along the Asbury Park music scene in the early 1980s.

The headliners for Sea.Hear.Now 2020 are Pearl Jam and The Avett Brothers. The festival's full lineup is available on their website.

The most notable difference between Sea.Hear.Now and rival festivals around the nation is the surf experience, which commemorates the Jersey Shore's rich and one-of-a-kind surf culture. Some of the most prominent surfers from New Jersey and the world participate in Surfer Expression Sessions, including east coast natives Sam Hammer, Balaram Stack, Rob Kelly, Clay Pollioni, and a host of others, where they demonstrate their best moves riding the Atlantic's waves in thirty-minute showcase sessions between the two beachfront concert stages. Another distinctive aspect of the surf experience is Shapers Alley, where local and notable surfboard shapers and craftsmen demonstrate their artistic skills and form live in the workshop. Past shapers include Jersey Shore's own Charles Mencil, John Oppilito, and Greg Melega.

The Danny Clinch Transparent Gallery Pop-Up hub is a festival staple that features original artwork from both Clinch's collection and pieces created by many of the musicians on the Sea.Hear.Now bill, including paintings, sketches, and photography. The pop-up space combines a gallery, music venue, and living room to create a unique community with a distinctive atmosphere. Special acoustic sessions and live creations by select artists will be announced as the festival draws near.

Whether it's a hankering for traditional Jersey Shore favorites such as pizza or seafood or for something a little more exotic, the cuisine available from popular area restaurants and vendors at Sea.Hear.Now's food courts offer something to satisfy every palate. Several full-service bars are also located throughout the fes-



Chris Capaci for Sea.Hear.Now 2019

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tival, as are hydration stations that provide cooled water at no charge.

Ocean and environmental sustainability is a key focus of Sea.Hear.Now, and hydration stations are merely one of many initiatives designed to reduce single-use containers and waste. Sea.Hear.Now has been successful in their commitment to raising awareness about sustainability and issues facing the ocean environment, including the



Katrina Barber for Sea.Hear.Now 2019

Morning yoga session.

global plastic waste crisis and climate change. With help from the Surfrider Foundation as a key partner, over eleven tons of waste was recycled at each festival with hydration stations saving over 35,000 bottles from landfills. Because of these and other efforts such as the donation of extra food by vendors, volunteers cleaning up waste, and fans choosing to bicycle or walk to the festival, musician Jack Johnson awarded Sea.Hear.Now

with his "All At Once Sustainability Award" for festivals in the United States in 2018.

Morning yoga sessions inside the festival site will be open to the public before festival hours, and tents will offer Sea.Hear.Now merchandise for purchase, including limited edition items and reusable cups and water bottles.

There's no better way to celebrate the last moments of summer than spending it on the beach with family and friends at Sea.Hear.Now listening to live music, smelling the salt air, and reveling in both the moment and all things Jersey Shore.

—Jill Ocone

Tickets for Sea.Hear.Now are currently on sale. Festivalgoers are urged to secure tickets early as the past two year's events sold out well in advance. Attendees can select various ticket levels, from general admission to VIP and all-inclusive packages, and ticket prices increase over time.

Before arriving at the festival, ticket-holders are urged to acquaint themselves with all security protocols and rules, including approved and prohibited bag sizes and items. Note that all bags are searched before entry to the festival, and guests are encouraged to ride-share or take public transportation to reduce traffic and carbon emissions.

Learn more at www.seahearnowfestival.com.