MOUNTAIN VIBE ENTERTAINMENT PRESENTS THE 3RD ANNUAL



MOUNTAIN VIBE

MUSIC GATHERING 2012

AUGUST 10TH - 12TH SHINNEYBOO CREEK RESORT, SODA SPRINGS, CA

FEATURING MUSIC BY

LYRICS BORN ★ THE STONE FOXES ★ FORREST DAY
HELLBOUND GLORY ★ THE PINE BOX BOYS ★ BANDIT
BURNT ★ ARDEN PARK ROOTS ★ COFFIN HUNTER ★ ZUHG
FULL ON FLYHEAD ★ THE CHAW ★ SWOON ★ THANKS FOR LEAVING
SPACE MONKEY GANGSTAS ★ OOLA ROCKSTEADY ★ CONSCIOUS SOULS
STONE ROOTS ★ STONE CHILD ★ TINY TELEVISION ★ TERREL LIEDSTRAND & MORE!

MUSIC ★ CAMPING ★ 4-WHEELING ★ $75.00

FOR MORE INFO VISIT WWW.MOUNTAINVIBEMUSIC.COM

LAWS OF THE LAND

We're looking forward to sharing this beautiful and exclusive experience with you, showcasing some of the best acts in the Northern California underground music scene. Here is some additional info and a few reminders:

- Absolutely no firearms, fireworks or animals.
- Carpool!
- Pack out what you pack in – bring garbage bags.
- There will be food, beer and ice vendors on site.
- Fires in designated circles only, fire dancing (Poi) in event area okay (at your own risk).
- Drink plenty of water.
- If you are going to consume alcohol, please do so wisely.
- Wear plenty of sunscreen.
- Carry and use a flashlight at night. Bring extra batteries.
- Camping can be very fun and communal. Watch out for your neighbors. If you notice someone who does not belong in a tent or who exhibits suspicious behavior, or notice a suspicious package, immediately notify onsite security, your camping host, or the Camping Coordinator.

PLEASE BE AWARE OF BROWN BEARS AND RATTLESNAKES. THEY WILL NOT CAUSE HARM UNLESS PROVOKED.

PLEASE BE RESPECTFUL.

Thanks again. We'll see you soon!



Photo Courtesy of Mountain Vibe Entertainment

BIRTH OF THE VIBE

When Allen Drachman first asked Annessa Hartey if her band, Oola Rocksteady, would be willing to play a camping gig in the Tahoe National Forest, the answer was a no-brainer: "Of course!" If only the two of them had known that with their collaborative efforts, Mountain Vibe Music Gathering would become a full-fledged annual music event, the highlight of their summer and bring land-use awareness and joy of the wilderness to so many, they would have started it sooner.

Now in its third year, Mountain Vibe Music Gathering is showcasing some of the best talent, musicians and vendors the West has to offer.

Focusing on building a strong foundation for their ever-expanding network, Allen and Annessa would like to invite you to come and experience the vibe and see for yourself what all the hype is about.

What made you want to do this?

It's really from my love of the wilderness, music and people. I discovered a place where my friends and I could camp out, four-wheel and listen to our favorite bands live along the South Fork Yuba river near the Fordyce Jeep Trail. So we got started and the festival has grown into this whole grassroots movement. I have a huge group of core friends promoting on the street and through word of mouth. And they are all volunteers — we're all doing this because we really love it. We've truly created a great vibe and it makes me feel good to bring joy and music to that many people.

How has Mountain Vibe changed over the years?

When we started, it was just a campfire dream with a few people. Now, it's like a big family — not like brothers and sisters — but how it feels that way. In 2010, we had around 250 people come out and about 600 last year. This year, we're hoping for 1,200.

What kind of person goes to Mountain Vibe?

Anyone who loves music and the outdoor element. We've got everything you could ask for — great views, the great outdoors with access to swimming , hiking, off-roading, awesome food and crafts and, of course, great music. There's several different types of music from reggae to rock and funk separated by day. We tried to split our genres to try to broaden our horizons and appeal to different people this year. We definitely want to get more people interested in what we're doing.

What makes your festival unique compared to other outdoor festivals?

Shinneyboo is a beautiful setting that's really intimate. There's only one stage here. The whole event has a community feel. Where else can you go that you could actually be camping or staying in a cabin near your favorite performers? And, our location is second to none. It's just a beautiful setting and you don't get these views like you would at other outdoor festivals. There are definitely some "ooh" and "aah" views up there. We're also going to have off-road vehicle demonstrations and some really cool vendors.

Speaking of vendors, what can attendees expect?

We've really stepped it up with the vendors this year. We're going to have a lot of varieties of food like pizza, Mexican and barbecue chicken. We'll also have shaved ice. As far as other vendors, we'll have some really cool ones on hand. One is an artist that does art pieces welded with steel. He's made some really interesting stuff.

Are you excited about this year's music lineup?

I'm really excited about all of the great bands that we have coming out. Lyrics Born is headlining this year. I like that he's uptempo and danceable. He's got elements of hip-hop and dance music, so I think it's a good fit. Our event is full of a lot of energy and he brings that to the table, so it works out perfect for us. We've also got Forrest Day — he's headlined the concert the last couple of years — and he's grown into a bigger artist. There's also the Stone Foxes and Hellbound Glory. You know, I really can't wait to see what every band brings to the stage this year.

LYRICS BORN:
RENAISSANCE MAN

BY MIKE BLOUNT



Photo Courtesy of Lyrics Born

Early in his music career, Mountain Vibe headliner Lyrics Born received more attention for being Japanese-American than for anything he actually did.

"I saw the press I was getting was stuff like, 'He's brave for an Asian guy,'" Lyrics says with a chuckle. Although Lyrics released his first single "Send Them" under the name Asia Born in 1993, he realized a name change might be in order. "I really just wanted to be judged on my lyrics and talent."

In 1995, the singer who excelled at writing from a young age changed his name to Lyrics Born, putting the emphasis on his music and not his ethnicity. Eventually, the music press did begin to see him in a new light thanks to sharp delivery on singles like "I Changed My Mind" and "Callin' Out."

Now, Lyrics is known for his talent, which extends far beyond music. He's a rapper, a songwriter, a producer, a voice-over artist and now a published author. But he isn't showing any signs of slowing down any time soon. Since he burst on the music scene in the mid '90s, fans and critics alike continue to praise his unique blend of lyricism and delivery.

Now, he's looking to elevate himself and the Bay Area to a whole new level through his different artistic expressions.

He is carrying over that same passion for music to his love for the Bay Area, Lyrics published his first book this year, *Yes, Bay Area*. The book is a collection of tweets from Lyric's Twitter account documenting the unique idiosyncrasies the Bay is known for the world over.

> "It's just going to be a gigantic party, so if you're not down to party then don't even come. You're going to leave transformed."

"It's so rich culturally and historically; it's disproportionately diverse," Lyrics said. "The book came about at the fan's behest really. I didn't expect the response to be great outside the Bay, but so far the response has been great."

Even though he's branched out, performing is still Lyrics' first love. Lyrics says he loves to perform at festivals over clubs because the vibe is better. He likes feeding off of the energy of a larger group of people. He is particularly excited for his first experience at Mountain Vibe this year.

"People come to outdoor festivals because they want an experience. People are just more receptive because they want to have a good time."

Lyrics says with so many people, the festival is sure to be exciting. "It's just going to be a gigantic party, so if you're not down to party then don't even come. You're going to leave transformed."

Lyrics will take the Mountain Vibe stage at 10 PM on Saturday, August 11.

SATURDAY

FORREST DAY



Photo Courtesy of Forrest Day

Bandleader Forrest Day blends elements of rock, rap, jazz, reggae and other influences to craft a unique sound he dubs "attention-deficit-disorder rock." Founded in 2006 in the Bay Area, Forrest Day has gained a large following through his confessional songwriting and high-energy live performances. The band headlined the Mountain View Music Gathering in 2011. *forrestday.com*

SUNDAY

THE STONE FOXES



Photo Courtesy of The Stone Foxes

San Francisco natives the Stone Foxes have received plenty of national praise thanks to their foot-stomping eclectic sound rooted firmly in the classic rock of the late '60s and '70s. A recent Jack Daniel's commercial spot didn't hurt either. The band's latest album, *Bears & Bulls*, continues to win over new fans and critics alike. *thestonefoxes.com*

SUNDAY

HELLBOUND GLORY

Hellbound Glory may be country music's new outlaws to some, but they have been blazing a trail for several years. Including a recent show with Kid Rock, the band has shared the stage with everyone from Lemmy Kilmeister of Motorhead to David Allen Coe. Their style of rebel country and honky tonk is the perfect fit for the hard-edged lyrics for which the band is known. *hellboundglory.com*



Photo Courtesy of Hellbound Glory

WE ASKED OUR **FAVORITE** LOCAL BANDS

"WHY ARE **YOU** LOOKING FORWARD TO MOUNTAIN VIBE 2012?"



BURNT
SATURDAY, 1:30 PM

"The most exciting thing is the opportunity to perform our music for the Mountain Vibe crowd. The people that come are a really unique audience and last year, we played and we were really well received."

- Danny Franco, guitarist and singer



CONSCIOUS SOULS
SATURDAY, 3:20 PM

"I'm looking forward to the atmosphere and the environment — it's great scenery and being on the river is going to be spectacular — and getting together with fellow musicians who I've grown to love in the 10 years we've been playing."

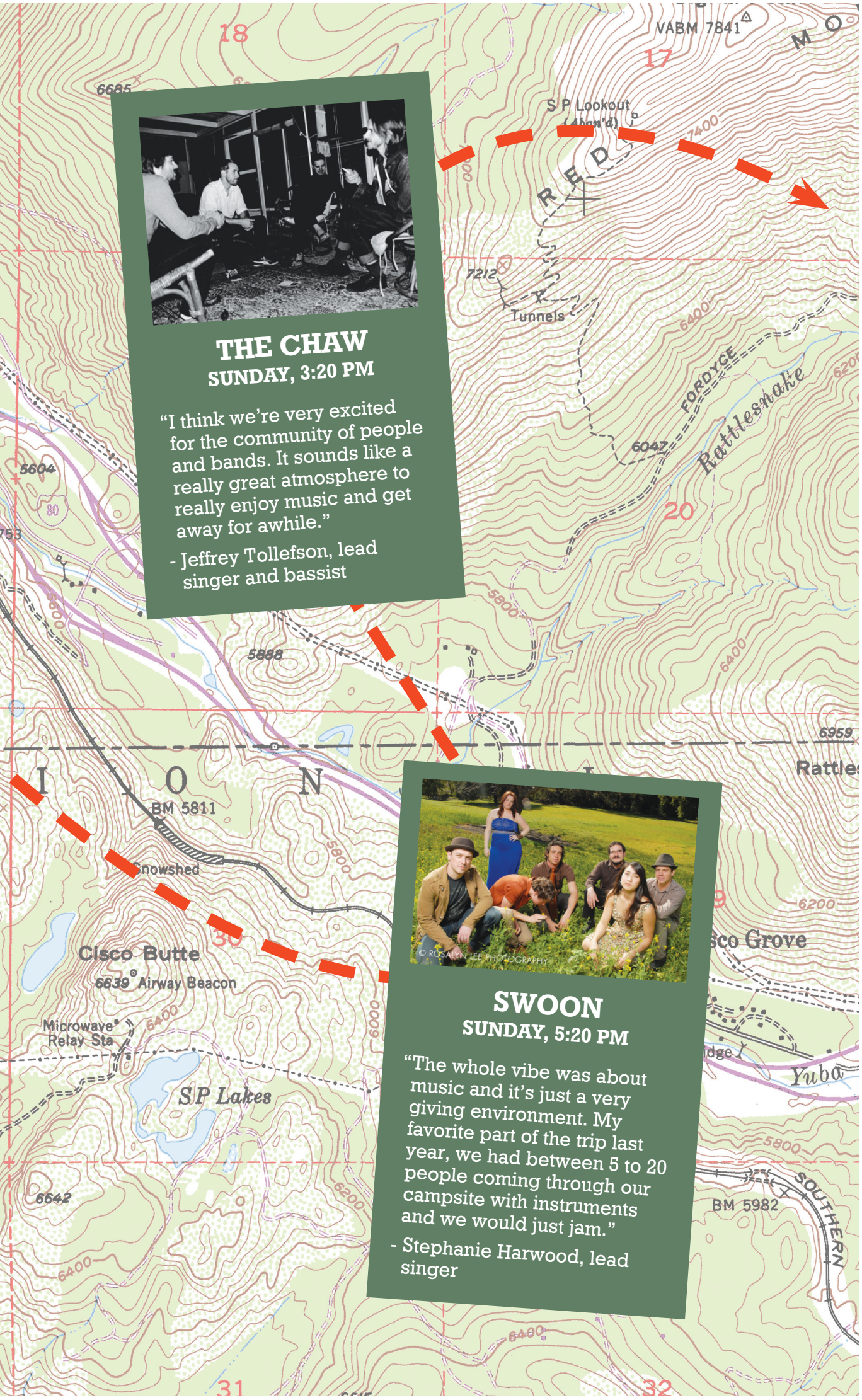
- Joel Cecil, lead singer



OOLA ROCKSTEADY
SATURDAY, 4:20 PM

"This is our third year at Mountain Vibe and we're excited to watch it expand and enjoy the ever-growing community of music-loving, like-minded folks in an unreal, beautiful setting."

- Annessa Hartey, singer



THE CHAW
SUNDAY, 3:20 PM

"I think we're very excited for the community of people and bands. It sounds like a really great atmosphere to really enjoy music and get away for awhile."

- Jeffrey Tollefson, lead singer and bassist

SWOON
SUNDAY, 5:20 PM

"The whole vibe was about music and it's just a very giving environment. My favorite part of the trip last year, we had between 5 to 20 people coming through our campsite with instruments and we would just jam."

- Stephanie Harwood, lead singer

LINEUP

FRIDAY

Jam Session hosted by Tom Davis & Will Hogan
5 – 7 PM

The Human Will
7 PM

From the Bottom
7:50 PM

Ben Benkert
8:45 PM

Troy Hazelton
10 PM

SATURDAY

Stone Child
11 AM

Thanks for Leaving
11:30 PM

Massive Delicious
12:40 PM

Burnt
1:30 PM

ZuhG
2:35 PM

Conscious Souls
3:45 PM

Oola Rocksteady
4:55 PM

Space Monkey Gangstas
6:05 PM

Arden Park Roots
7:15 PM

Forrest Day
8:25 PM

Lyrics Born
10 PM

SUNDAY

Terrel Liedstrand
11AM

Tiny Television
11:50 AM

7eat9
12:40 PM

Stone Roots
1:30 PM

Coffin Hunter
2:20 PM

The Chaw
3:20 PM

Full On Flyhead
4:20 PM

Swoon
5:20 PM

Bandit
6:20 PM

The Pine Box Boys
7:20 PM

Hellbound Glory
8:40 PM

The Stone Foxes
10 PM

SURVIVOR'S SAUCE



Photo Courtesy of Rodrigo Sosa

BY MIKE BLOUNT

Cooking is a passion for Mountain Vibe food vendor Rodrigo Sosa, owner of El Panzaz. Diagnosed with Non-Hodgkin's lymphoma in 2006, Sosa went through two intensive rounds of chemotherapy treatments, which left him recovering at his home with his wife. It was during this time, he watched a YouTube video that would spark a new interest.

"My wife really likes barbecue sauce and I wanted to make her happy, so I looked online for a video on how to make it and decided to try it out," Sosa says.

> "It made me feel really good to bring that happiness to people."

Sosa experimented with different ingredients and techniques until he had perfected his own uniquely rich and flavorful barbecue sauce, he says. When Sosa went into remission in May of 2008, he put his sauce to the test by entering it into several competitive cook-offs and selling it at festivals around California. The response was immediately positive.

"People have told me it's amazing," Sosa says. "It made me feel really good to bring that happiness to people."

Sosa says his menu today covers a wide variety, including Mexican, seafood, pulled pork sandwiches and a slider served on Hawaiian sweet rolls. But the sauce is what keeps people coming back, he says.

"Let's just say, you're up for an epic experience."

For more information, visit facebook.com/el.panzaz

Don't Miss This Food!

- KC Concessions
- El Panzaz
- Donner Pass Pizza
- Creek Monkey Tap House
- Smoothie Patrol
- Frozen Fantasies
- Sweet Stixs
- PJ's California BBQ

TRANSFORMING METAL

BY KENDALL FIELDS

Eight years ago, welder Joshua Steager took a sculpture class and realized his passion was far beyond adhering metal pieces and making repairs — he wanted to create art.

It starts with a cactus, or a skull. Whatever it is, Steager can already see it transformed into a metal sculpture. From there, the actual process of creating these sculptures is complex — metal is not a forgiving work subject. Steager sketches out his piece and searches for the perfect scraps of steel, he cuts it to the desired size and the transformation begins. Once the metal is heated close to 700 degrees, Steager molds it, reinterpreting nature.

> "A lot of people can sit down and draw, but it takes something different to go in and create something with your hands — to actually touch it."

Steager's inspiration comes from nature or the environment around him. The Pleasant Hill resident says he's always had an obsession with skulls and hot rods, which shows in his artwork. Many of his pieces are reinterpretations of things not considered classically beautiful.

Steager loves welding because he can take a piece of metal and transform it into art. "A lot of people can sit down and draw, but it takes something different to go in and create something with your hands — to actually touch it."

Steager recently started selling his pieces through his company BoneHead Garage. This year, Steager will be selling his metal sculptures, along with painted cow skulls and Day-of-the-Dead style paintings at Mountain Vibe. He says he is excited to hear feedback on his work and to see what kind of inspiration the scenery and performances stir up.

For more information, visit BoneHeadGarage.biz.

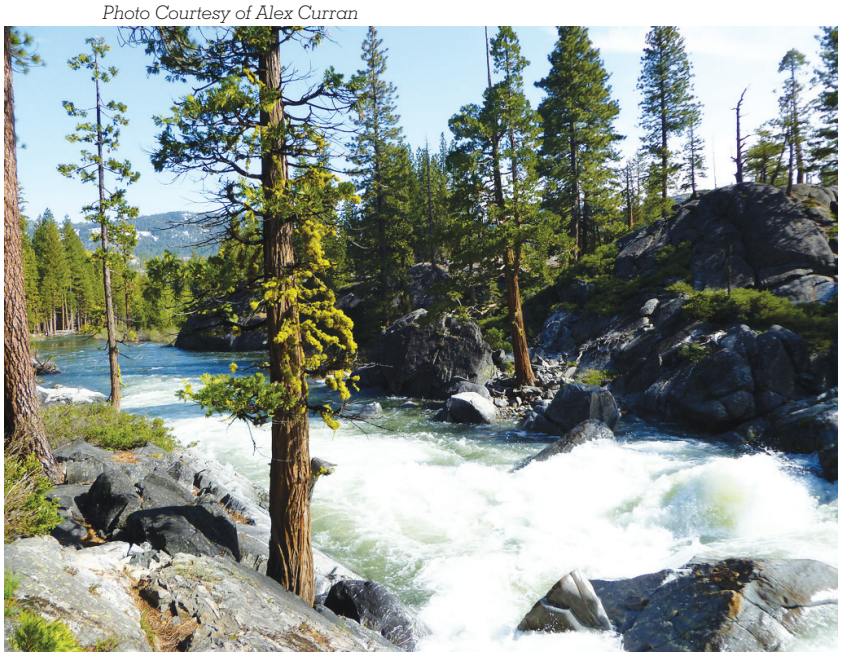
Don't Miss These Crafts!

- 3 Fold Apparel
- Common Culture Clothing
- Sierra Foothill Creations
- Double H Henna
- Heavy Metal
- Kush Life / MTG Seeds



Photo Courtesy of Joshua Steager

Photo Courtesy of Alex Curran



THE VIBE AT SHINNEYBOO

BY KENDALL FIELDS

Down the curving path and right off the highway, Shinneyboo Creek is a stretch of preserved land where Washington lilies, manzanitas, and columbines are abundant. Look out at the South Yuba River, which flows at one edge of the property and see freshwater otters pop up their heads, or red newts lazing in the swampier areas.

For Rose Millard, a Mountain Vibe staffer, the excitement as she and her friends enter the event site is tangible. Aside from the breathtaking views, "it's just a really great place to be with great people," Millard says, adding visitors don't even have to worry about poison oak because it can't grow at the 5,300-foot elevation level. "It's really a paradise with so many opportunities to have fun even outside of just the music."

There are numerous ways to camp on site, for the experienced "I'm-going-catch-and-cook-fish-for-dinner" to the novice "Where-can-I-plug-in-my-blowdryer?" campers. Shinneyboo Creek has spaces for tent camping, RV and trailer sites, tent cabins, traditional cabins and, for braver guests or those seeking a little more seclusion, spots where people can go off the beaten path and make their own campsite.

> "This is a sacred place because it has been preserved ..."
>
> **-Rose Millard, Mountain Vibe Staff Member**

Millard also gushes about the activities and access to surrounding areas Shinneyboo boasts. Though Millard's favorite is hopping in a Jeep and four-wheeling on the nearby private trail, access to the South Yuba River, swimming holes and forest trails are only a few steps down one of the dirt footpaths.

But with so many people coming to Shinneyboo for Mountain Vibe Music Gathering, the Mountain Vibe staff is already planning on how it will protect the environment. Millard, who has been attending Mountain Vibe since its inception and is close friends with founder Allen Drachman, says the last two events have been successful in terms of guest behavior and keeping the event site clean. The key, Millard explains, is creating an environment where people want to preserve the property and keep the natural habitat intact.

"This is a sacred place because it has been preserved, so we want to continue to preserve it."

The Mountain Vibe crew will be encouraging guests to pick up after themselves and enforcing no-littering policies — but they aren't the garbage police, Millard says. "It's everyone's job, we are all a part of this," she says, urging guests to be environmentally responsible and pick up trash and litter when they see it.

Protect AND Respect

Tips from Mountain Vibe staff

1. Be respectful of the natural environment and those around you.
2. Leave NO trace — clean up.
3. Be aware of your surroundings. Watch out for rattlesnakes and bears and keep CALM if you encounter them.
4. Keep fire in designated fire pits.
5. Have fun!

SUSTAIN ABILITY

BY MIKE BLOUNT

The majestic views, clean air and lush greenery have attracted many people to hold events at Shinneyboo Creek. Situated on 160 acres of land along the banks of the South Yuba River in Tahoe, it will be the setting for the Mountain Vibe Music Gathering.

Tahoe has long been a model of sustainable living for many in the region, and Shinneyboo Creek is no exception. Property owner Michael Rogers says there is plenty being done to make sure the area stays clean, manageable and environmentally friendly.

"Education is a big thing — learning to deal with what's around us and ingrain that culture into the people that are there to have a good time. One of the clear things we do is to let people know, to us, it is sacred land."

Aside from preparing for the Mountain Vibe crowd, Rogers says keeping Shinneyboo Creek sustainable is a year-round goal. He recently restored a sensitive wetland by blocking off vehicle access to it. There are also plans to build a sustainable community completely independent of fossil fuels.

"We hope that by giving people access to the national forest and having them see the beauty of it, they will become advocates for the wilderness around us," Rogers says.



Photo Courtesy of Alex Curran

JOIN THE TRIBE

Want to become part of the Mountain Vibe Music Gathering family?

Become a volunteer:

Please contact Paula at paula@mountainvibemusic.com to find out how to get involved.

Become a food or craft vendor:

Please contact Paula at paula@mountainvibemusic.com to sell your food or crafts.

Become a Mountain Vibe performer:

Please contact Annessa at annessa@mountainvibemusic.com to submit your music.



Eagle Lakes Rd. Exit #164 off Hwy. 80
Follow Paved Road To Gate

TICKET INFO & PRICING

Tickets for Mountain Vibe Music Gathering are on sale at MountainVibeMusic.com or at the following locations:

Creek Monkey Tap House
611 Escobar St.
Martinez, CA 94553
(925) 228-8787

Diablo Offroad And Performance
1275 Pine St.
Walnut Creek, CA 94596
(925) 937-3627

ZuhG Life
545 Downtown Plaza
Ste. 2090
Sacramento, CA 95814
(916) 822-5185

$75 — 3-Day Pass
(includes camping)

$40 — Sunday-Only
(available at Shinneyboo)

$30 — RV Parking
(all weekend)

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