



City of Arts & Innovation

News Release

FOR IMMEDIATE RELEASE:

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Riverside 'Rocks the Block' this Weekend

RIVERSIDE, Calif. – On Saturday, September 29 music lovers are invited to enjoy four local bands in downtown Riverside. This new event called 'Rock the Block' is hosted by the City of Riverside and will take place from 5:00-9:00 pm at the Civic Plaza downtown (on Main Street between University Avenue and Mission Inn Avenue in front of the Cal Towers building).

Rock the Block is a concert featuring four local bands: Dose of Adolescence, I am Cassettes, Natural Heights, and That Art Thou.

The event is **free** and while everyone is invited City organizers hope it will introduce new and returning college students to Downtown Riverside and to other college students.

Riverside is proud to be home to four colleges and universities and Rock the Block is one example how the Seizing our Destiny initiative is working to engage Riverside students and residents by providing exciting, edgy, fun and safe arts and culture events.

Rock the Block
Saturday, September 29
5 p.m. – 9 p.m
Riverside Main Street

(between University Avenue & Mission Inn Avenue – in front of Cal Towers building)

Seizing our Destiny is Riverside's plan to showcase the community's vision for the future of Riverside and highlights our next steps toward that goal. For more information on Seizing our Destiny, visit <http://seizingourdestiny.com/>

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