FOR IMMEDIATE RELEASE

Media Contact:
Bob Tesler & Ben Bellizzi
San Luis Obispo Folk Music Society
CCPhoenixFest@gmail.com
(805) 420-7869

San Luis Obispo Folk Music Society Announces Plans for the Inaugural "Central Coast Phoenix Festival" Over Father's Day Weekend 2027

New three-day music, arts, education, and camping festival to launch at El Chorro Regional Park pending a successful community fundraising campaign

SAN LUIS OBISPO, Calif. (November 19, 2026): The San Luis Obispo Folk Music Society (SLOfolks), a California 501(c)(3) nonprofit organization, proudly announces plans to launch the inaugural Central Coast Phoenix Festival, a new three-day music, arts, education, and camping festival scheduled to take place over Father's Day Weekend, June 18-20, 2027, at scenic El Chorro Regional Park in San Luis Obispo County. The festival will happen only if the community funds it.

Designed by the community for the community, the Phoenix Festival aims to unite Central Coast residents, families, and visitors around live musical performances, hands-on arts and music education workshops, local artisan showcases and other community vendors, as well as multi-generational camping.

To bring this ambitious community celebration to life, SLOfolks launched a public fundraising campaign. Because SLOfolks is a registered nonprofit organization, all contributions made to the campaign will be tax-deductible to the fullest extent allowed by law.

The core operating team producing the Phoenix Festival consists of experienced festival professionals (most of whom previously served as coordinators of the Live Oak Music Festival) who are now operating under the umbrella of SLOfolks. The Central Coast Phoenix Festival is not related to the Live Oak Music Festival or KCBX public radio.

Community-Powered Fundraising Goals

Because producing a high-caliber, safe, and sustainable festival requires significant upfront commitments, SLOfolks has established two clear, transparent community fundraising milestones. The campaign's primary goal is $350,000, and the deadline is December 31, 2026. At $350,000 or more, organizers intend to deliver a full three-day festival featuring expanded mainstage lineups, robust youth and adult educational workshops, interactive arts programming, and full camping amenities. If they raise between $200,000 and $349,999, the festival will go forward in a scaled back manner that will be designed to maintain the core of the experience. In complete commitment to donor transparency and fiscal responsibility, if the total raised falls short of $200,000, all donations will be returned (less standard third-party processing fees) and there will be no festival in 2027.

Donation levels run from $10 to $100,000, and most are named for the Nine Sisters, the chain of peaks that runs from Morro Rock to Islay Hill in San Luis Obispo. Every donor will be recognized in the festival program, and higher donation levels include festival tickets and other benefits as outlined on the festival's website.

"The Central Coast has a rich tradition of gathering outdoors to celebrate live music, local art, and community connection," said Ben Bellizzi, festival Production Manager. "Like the phoenix rising, the Central Coast Phoenix Festival is an opportunity for our community to come together and build something enduring from the ground up. And it's gonna be fun!"

How to Donate and Get Involved

Community members, local businesses, and music lovers can donate today and track the campaign's progress by visiting www.ccphoenixfest.org. Those interested in staying up to date with festival news can join the mailing list, also at www.ccphoenixfest.org. Information regarding volunteer opportunities, artist and food vendor applications, and sponsorship packages will be announced as fundraising milestones are met.

About the Central Coast Phoenix Festival

The Central Coast Phoenix Festival is a volunteer-run and community-supported music, arts, education and camping festival planned for Father's Day Weekend, June 18-20, 2027, at El Chorro Regional Park in San Luis Obispo County.

About the San Luis Obispo Folk Music Society

The San Luis Obispo Folk Music Society (SLOfolks) is dedicated to preserving, promoting, and advancing community appreciation for folk, roots, and acoustic music, arts education, and cultural enrichment across California's Central Coast. It was originally founded in 1985 by local musicians, listeners, and friends to bring acoustic music from around the world to San Luis Obispo County. Prior to its recent revitalization, it hosted monthly concerts for nearly four decades. SLOfolks is a 501(c)(3) California nonprofit public benefit corporation and now serves as the nonprofit home of the Central Coast Phoenix Festival.

###