



**FOR IMMEDIATE RELEASE**

Contact: Leslie Schultz • Marketing + Events Director  
Leslie@oncourseevents.com

---

**Free Live Music on the Beach Returns to South Lake Tahoe this August**

**SOUTH LAKE TAHOE, Calif. – July 20, 2021** – The City of South Lake Tahoe, Tahoe Wellness Center, + On Course Events present the 9<sup>th</sup> Season of the Live at Lakeview Summer Music Series, starting Thursday, August 5<sup>th</sup> at 4:30 pm.

“We’re thrilled for Boot Juice + Preacher’s Pickers to open up the long overdue return of Live at Lakeview!” States Leslie Schultz of On Course Events “It’s the perfect group of artists to set the tone for the good vibes + high energy we’ll be delivering to this community for the remainder of summer!”

In 2019, they played an opening set on the Live at Lakeview stage for Mojo Green + return to headline the first show of the season on Thursday, August 5<sup>th</sup>.

Boot Juice has found a sense of freedom in their ability to float from bluesy rock’n’roll to progressive bluegrass + back. The 7-piece band features electric and acoustic guitars, three vocalists, bass, drums, trumpet and alto saxophone. The band has its heart in Americana songwriting, with a rock’n’roll delivery that gets crowds moving.

“Boot Juice delivers modern Americana and retro-country, they can go from graceful to gritty at the drop of a cowboy hat.” – Music Connection Magazine

Opening the series this year is South Lake Tahoe’s own, Preacher’s Pickers. John Rice + Simon Kurth will be joined by Marty Ylitalo to share their mutual love for americana, folk, and classic rock.

Live at Lakeview is a free weekly concert series hosted from 4:30 – 8:30 pm at Lakeview Commons, in the heart of South Lake Tahoe. Every Thursday (August 5 – September 2, 2021) the event hosts live music and art on the beach, along with a variety of local merchants and delicious food options plus amphitheater style seating and breathtaking views of Lake Tahoe from the beer garden. Proceeds from the beer garden will continue to support South Tahoe BMX Association.

Parking is limited around the venue; however, a complimentary bike valet service is offered every week. Biking (with proper lighting) and carpooling is strongly encouraged. Additional parking is available at the South Lake Tahoe Recreation Center (1601 Rufus Allen Blvd.)

For details on the full summer lineup visit [liveatlakeview.com](http://liveatlakeview.com) and connect with @LiveatLakeview on Facebook, Instagram and YouTube.

# # #

**Snapshot of Live at Lakeview** \*Artist contacts available upon request.

**When:** Thursdays from 4:30 – 8:30 pm. August 5 – September 2, 2021

**Where:** Lakeview Commons (Corner of Lakeview Avenue & Highway 50)