

For Immediate Release
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Marin Convention & Visitors Bureau Promotes
50th Anniversary of the Summer of Love

San Rafael, CA – The Marin Convention & Visitors Bureau (MCVB) announces the upcoming "Summer of Love" activities for Marin County. This year-long event will highlight a number of festivals, musicals, activities, and other attraction-based programs to promote the original "Summer of Love" festival held in 1967 in Marin County.

Over fifty years ago, young people by the thousands flocked to San Francisco's Haight-Asbury for what became known as the Summer of Love, a social phenomenon representing a freedom of peace, love and rock-n-roll and bringing in the "hippie movement." Many of these young adults stayed in the city, but many went north, over to the hills of West Marin to explore a calmer lifestyle that reflected exploring nature and commune living off the land. On June 10-11, 1967, 36,000 hippies attended the Fantasy Fair and Magic Mountain Festival at the Sidney B. Cushing Memorial Amphitheatre on Mt. Tam.

This year, Mountain Play Association will be hosting the Magic Mountain Play Music Festival and featuring Hair in Concert on Saturday, June 10, 2017, with an all-day outdoor music festival to commemorate this event.

Other Summer of Love themed events including the following:

- Italian Street Painting Summer of Love: An Art & Music Experience (June 24-25, 2017)
- Marin County Fair: "Let the Funshine In" (June 30-July 4, 2017): This summer's Fair will celebrate that 1967 spirit with music, art, fashion and more featuring a special Fantasy Fair exhibit, tie-dye and macramé competitions, Flower Power floriculture, Groovy/Psychedelic and Abstract art and photography, and daily 60s fashion parades.

New events are being added weekly. Check the MCVB [Summer of Love page](#) for ongoing updates throughout the summer of 2017.

The MCVB also has free bumper stickers and lapel pins at their Visitors Center to help everyone celebrate the "Summer of Love" in Marin County.

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