



# ARTS COUNCIL For Monterey County

*The Arts Council for Monterey County champions the arts to enrich our community  
- through education, healing programs and support for local creatives, nonprofits and cultural organizations.*

## FOR IMMEDIATE RELEASE

Contact: Nelly Otsu, Communications Director  
Arts Council for Monterey County  
831-622-9060 x 110 [nelly@arts4mc.org](mailto:nelly@arts4mc.org)

## Downtown Salinas Comes Alive: First Friday Salinas Launches November 7th with Three Blocks of Music, Art, and Local Businesses

*Free community celebration features performances, vendors, and art experiences, from 5:00 PM - 8:00 PM*

**[SALINAS, CA. NOVEMBER 5, 2025]** Downtown Salinas continues to build a vibrant, monthly hub for culture, commerce, and community with the launch of First Friday Salinas on November 7th.

This free, family-friendly celebration will become a regular tradition, inviting residents and visitors to stroll along Main Street every First Friday of the month, from 5:00 PM to 8:00 PM. Attendees can enjoy local music, diverse food, arts, and the businesses that define Downtown.

Spearheaded by the Arts Council for Monterey County (Arts4MC), following a key sponsorship from the City of Salinas, the goal of First Friday Salinas is to cultivate a long-term tradition that drives economic vitality and social connection. The event serves as a centralized opportunity to amplify the existing cultural energy downtown, actively supporting popular, independently-organized initiatives, while also expanding the event to bring in even more opportunities for community and culture.

Collaborating with the Salinas City Center Improvement Association and downtown businesses, the event will showcase local restaurants, specialty shops, galleries, and creatives to boost foot traffic. "This collaboration creates a powerful opportunity to showcase the diversity and talent of our entire community," says Jacquie Atchison, Executive Director of Arts4MC. "It's a commitment to a monthly tradition that puts commerce, culture, and community at the forefront of our downtown growth. We encourage everyone to come ready to explore and connect."

**What:** First Friday Salinas - A recurring monthly tradition of community, culture, and commerce.

**When:** The first Friday of every month (Launch Date: November 7th, 2025)

**Time:** 5:00 PM - 8:00 PM with Opening Ceremony from 5:00 PM - 6:00 PM at the One Main Street Stage (in front of the Steinbeck Center)

**Where:** 100 - 300 Blocks of Main Street in Downtown Salinas, CA

**Cost:** FREE to attend

For more information, visit: [arts4mc.org/firstfridaysalinas](https://arts4mc.org/firstfridaysalinas), follow @firstfridaysalinas on Facebook and Instagram, or contact Alejandra Ramirez at [alejandra@arts4mc.org](mailto:alejandra@arts4mc.org).

For a list of participating businesses and performances, please see below.



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## Event Highlights by Block. For More, Come to First Friday Salinas!

### 100 Block: The Opening Ceremony & Cultural Kick-Off

Opening Ceremony: Takes place from 5:00 PM to 6:00 PM at the One Main Street Stage (in front of the National Steinbeck Center).

Performance: Features special baile folklórico performances by the Boronda DIAS Tonatitos, poetry readings by Monterey County Poet Laureate, Rachele Escamilla, and Monterey County Youth Poet Laureate Mya Pop.

Emcee: The evening will be emceed by Uli Duenas Monterola of the Anything for Salinas podcast with sound and lighting by Central Coast Entertainment.

Additional activities include:

XL Public House: Hosts Día de los Muertos Night: "Ofrendas & Calacas" with an exhibit and live painting by La Gabz, Eliana's Face Painting, food from Ivan's Baked Potatoes, and music from The Essence.

Apotheca: Will be open until 7pm with a special performance by guitarist Cross Carrasco performing out front.

### 200 Block: Live Entertainment & Creative Spaces

Spectacular Live Music: Aquablue will host the spectacular Aerial Violinist Razzvio near the arch from 6:00 PM to 8:00 PM. The Edge band plays at 201 Main from 6:00 PM-9:00 PM, and the Dan Beck Band performs at Downtown Book & Sound. Music by Felix Miranda starts outside of CHISPA from 5:30 PM - 7:00 PM as part of their fall showcase. The Fox Theater presents a fun night of Latin music featuring Roberto Tapia.

Galleries & Art: Stop by the artist reception inside ArtWorks @Salinas. Outside, find Dream Wolf Creations vending and doing an art demo as well as Faby's Creations, and featuring live music by Franky Soto. Check out the special exhibition at Salinas Valley Art Gallery. Find unique treasures during Old Town Antiques' extended hours.

Creative Fun: The Alliance on Aging opens its side doors for a Senior Art Show from 5:00 PM to 8:00 PM. Local favorite, Make it Dulce will be vending delicious sweet treats.

Free Outdoor Pilates Class: Join a fun 10-minute session every hour at 5:30 PM, 6:30 PM, and 7:30 PM in the unique setting of the Oldtown Salinas Alley next to the Salinas Arch at 6:30 PM. All skill levels welcome! Along with special vendors, Meli Made It, Happy Nest, and Britt's Permanent Jewelry.

Late-Night Vibes: The Bearded Bean hosts a special acoustic concert featuring Man Overboard and special guests Neverlyn, Bitter Days, Dreaming of a Day, and Perch starting at 6:00 PM - \$15 in advance / \$20 at the door. Brewjee will be open for pre-show drinks until its 8:00 PM closing time.



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## 300 Block & Beyond: Dining & Exploration

Heirloom Pizza: Hosts the David Holidolff Band from 6:00 PM-8:00 PM.

Late-Night Food: Michael's Grill & Taqueria will be open, serving late-night food and drinks.

Live Art Performance: Watch as visual artist and mural painter, Lee Abellana (@basiclee.one) creates a stunning painting in real time.

Live entertainment: Listen to the sweet tones of guitarist, Adrian Guerrero.

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## PARA PUBLICACIÓN INMEDIATA

Contacto: Nelly Otsu, Directora de Comunicaciones  
Arts Council for Monterey County  
831-622-9060 x 110 [nelly@arts4mc.org](mailto:nelly@arts4mc.org)

## El Centro de Salinas se Llena de Vida: El Primer Viernes de Salinas Comienza el 7 de Noviembre con Tres Cuadras de Música, Arte y Negocios Locales

*Celebración comunitaria gratuita con actuaciones, puestos y experiencias artísticas, de 5:00 PM a 8:00 PM*

**[SALINAS, CA. 5 DE NOVIEMBRE, 2025]** El Centro de Salinas continúa construyendo un vibrante centro mensual para la cultura, el comercio y la comunidad con el lanzamiento de First Friday Salinas el 7 de noviembre.

Esta celebración gratuita y familiar se convertirá en una tradición habitual, invitando a residentes y visitantes a pasear por la calle Main cada primer viernes del mes, de 5:00 PM a 8:00 PM. El público podrá disfrutar de música local, comida variada, arte y los negocios que definen el Centro.

Impulsado por el Consejo de las Artes del Condado de Monterey (Arts4MC), tras un importante patrocinio de la ciudad de Salinas, el objetivo de First Friday Salinas es cultivar una tradición a largo plazo que impulse la vitalidad económica y la conexión social. El evento sirve como una oportunidad centralizada para amplificar la energía cultural existente en el centro de la ciudad, apoyando activamente iniciativas populares organizadas de forma independiente, al tiempo que se amplía el evento para atraer aún más oportunidades para la comunidad y la cultura.

En colaboración con el Salinas City Center Improvement Association y los comercios del centro de la ciudad, el evento dará a conocer restaurantes locales, tiendas especializadas, galerías y creativos para impulsar el tráfico peatonal. «Esta colaboración supone una gran oportunidad para mostrar la diversidad y el talento de toda nuestra comunidad», afirma Jacquie Atchison, directora ejecutiva de Arts4MC. «Es un compromiso con una tradición mensual que sitúa el comercio, la cultura y la comunidad en primera línea del crecimiento de nuestro centro urbano. Animamos a todo el mundo a que venga preparado para explorar y conectar».

**Qué:** First Friday Salinas: una tradición mensual de comunidad, cultura y comercio

**Cuándo:** el primer viernes de cada mes (fecha de inicio: 7 de noviembre de 2025)

**Hora:** de 5:00 PM a 8:00 PM, con ceremonia de inauguración de 5:00 PM a 6:00 PM en el escenario de One Main Street (frente al Steinbeck Center)

**Dónde:** cuadras 100 a 300 de la calle Main, en el centro de Salinas, California

**Costo:** GRATIS

Para obtener más información, visite: [arts4mc.org/firstfridaysalinas](https://arts4mc.org/firstfridaysalinas), siga a @firstfridaysalinas en Facebook e Instagram, o póngase en contacto con Alejandra Ramírez en [alejandra@arts4mc.org](mailto:alejandra@arts4mc.org).

A continuación, encontrará una lista de las empresas participantes y las actuaciones.



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## Eventos destacados por cuadra. ¡Para más información, venga a First Friday Salinas!

### La cuadra 100: Ceremonia inaugural y comienzo cultural

Ceremonia inaugural: Tendrá lugar de 5:00 PM a 6:00 PM en el escenario de One Main Street (frente al National Steinbeck Center).

Actuación: Contará con actuaciones especiales de baile folclórico a cargo de Boronda DIAS Tonatitos, recitales de poesía a cargo de la Poeta Laureada del Condado de Monterey, Rachele Escamilla, y la Poeta Laureada Juvenil del Condado de Monterey, Mya Pop.

Maestro de ceremonias: La ceremonia estará animada por Uli Duenas Monterola, del podcast Anything for Salinas, con sonido e iluminación a cargo de Central Coast Entertainment.

Entre las actividades adicionales se incluyen:

XL Public House: Celebra una noche dedicada al Día de los Muertos: «Ofrendas y calacas», con una exposición y pintura en vivo a cargo de La Gabz, pintura facial a cargo de Eliana, comida de Ivan's Baked Potatoes y música de The Essence.

Apotheca: Estará abierta hasta las 7:00 p. m. con una actuación especial del guitarrista Cross Carrasco en la entrada.

### La cuadra 200: Espectáculos en directo y espacios creativos

Espectacular música en vivo: Aquablue acogerá al espectacular violinista aéreo Razzvio cerca del arco, de 6:00 PM a 8:00 PM. La banda The Edge tocará en 201 Main de 6:00 PM a 9:00 PM, y la Dan Beck Band actuará en Downtown Book & Sound. La música de Félix Miranda comenzará fuera de CHISPA de 5:30 PM - 7:00 PM como parte de su exhibición de otoño. El Fox Theater presenta una divertida noche de música latina con Roberto Tapia.

Galerías y arte: Pásese por la recepción de artistas en ArtWorks @Salinas. En el exterior, encontrará Dream Wolf Creations vendiendo y haciendo una demostración de arte, así como Faby's Creations, y con música en vivo de Franky Soto. Admire la exposición especial en la Salinas Valley Art Gallery. Encuentre tesoros únicos durante el horario ampliado de Old Town Antiques.

Diversión creativa: Alliance on Aging abre sus puertas laterales para una Exhibición de Arte de Adultos Mayores de 5:00 p. m. a 8:00 p. m. Make it Dulce, uno de los locales favoritos, venderá deliciosos dulces.

Clase gratuita de Pilates al aire libre: Participe en una divertida sesión de 10 minutos cada hora a las 5:30 PM, 6:30 PM y 7:30 PM en el entorno único del callejón Oldtown Salinas, junto al Arco de Salinas, a las 6:30 PM. Adjunto incluirá vendedores Meli Made It, Happy Nest, y Britt's Permanent Jewelry. ¡Todos los niveles son bienvenidos!

Ambiente nocturno: El Bearded Bean acoge un concierto acústico especial con Man Overboard y los invitados especiales Neverlyn, Bitter Days, Dreaming of a Day y Perch a partir de las 6:00 PM. \$15 por



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adelantado / \$20 en taquilla. Brewjee estará abierto para tomar algo antes del espectáculo hasta las 8:00 PM, hora de cierre.

## La cuadra 300: Restaurantes y exploración

Heirloom Pizza: Presentará a la banda David Holidolff Band de 6:00 PM a 8:00 PM.

Comida nocturna: Michael's Grill & Taqueria estará abierto y servirá comida y bebidas hasta altas horas de la noche.

Actuación artística en directo: Observe cómo el artista visual y muralista Lee Abellana (@basiclee.one) crea una impresionante pintura en tiempo real.

Entretenimiento en vivo: Escucha la música del guitarrista, Adrian Guerrero.

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