

FREE  
TO  
ATTEND

THE BRCC AND BIRDSTOCK COMMUNITY ALLIANCE PRESENT

# BirdStock

## MUSIC FESTIVAL



DOWNTOWN BIRD ROCK ■ SEPTEMBER 19, 2026 ■ 10AM-7PM

40+ PERFORMERS

5 STAGES

30+ BANDS

LIVE DJ TENT

KIDSTOCK

STORYTIME

YOUTH PERFORMERS

INTERACTIVE SPORTS

DEMOS

PLAY STRUCTURES

GAMES

FALL BREWERY

BEER GARDEN

LOCAL MERCHANTS

NON-PROFIT ORGS

COLLABORATIVE

PROJECTS

MOTION ZONE

FULL HALF PIPE FEAT.

PRO DEMOS

MINIRAMP

COMPETITION

SPONSORSHIP



ART

MUSIC

PLAY

FOOD

BEER

TEQUILA

COMMUNITY

SOUL

SKATE

DOGS

50+ ARTISAN

VENDORS

INTERACTIVE ARTS & CRAFTS

UNIQUE GIFTS & FINDS

ART DEMOS

20+ FOOD & BEV

VENDORS

LOCAL FLAVORS

DELICIOUS BITES

DIOS AZUL

TEQUILA

TASTINGS

FITNESS DEMOS

TAROT READINGS

CHILL ZONE

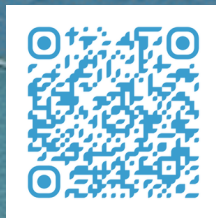
BARKSTOCK

PUP COSTUME CONTEST

PET ADOPTIONS

PHOTO BOOTH

INSTAGRAM



THANK YOU TO OUR SPONSORS!



PROCEEDS SUPPORT BIRD ROCK ELEMENTARY & LA JOLLA COASTAL CONSERVANCY

FOR IMMEDIATE RELEASE

## BirdStock Music Festival & Artisan Market Celebrates 5th Anniversary with Its Biggest Festival Yet

Free, all-ages Bird Rock street festival returns September 19 with five stages of live music, 70+ artisans, BMX and skateboarding performances, food, beer and wine garden, VIP seating, kids' activities and more

**BIRD ROCK, LA JOLLA, Calif.** — BirdStock Music Festival & Artisan Market returns for its fifth anniversary on **Saturday, September 19, from 10 a.m. to 7 p.m.**, transforming a closed stretch of La Jolla Boulevard in the seaside neighborhood of Bird Rock into a day-long celebration of live music, art and community. **Admission is free and open to all ages. Dogs are encouraged!**

This year's BirdStock will be the festival's largest yet, bringing together some of San Diego's premier bands and musicians alongside local artisans, businesses, and community groups.

### Festival highlights include:

- **Five Stages of Live Music** featuring an eclectic lineup of San Diego musicians
- **VIP Area** offering tequila and margaritas from Dos Azul adjacent to the Main Stage
- **Wine & Beer Garden** adjacent to the Main Stage
- **Chill Lounge** featuring live DJs and non-alcoholic drinks
- **Artisan Market** with more than 70 curated artisan booths
- **Food Trucks & Culinary Offerings**
- **Kids' Zone and Youth Stage**
- **Professional BMX & Skateboarding Performances**
- **Pet Parade & Costume Contest**
- **Kid's STEM Area, Dunk Tank, Bounce House, Pickleball Court, and Hat Bar**
- **Local Civic & Nonprofit Booths**

Hosted by the **Bird Rock Community Council & the BirdStock Community Alliance** and organized by local volunteers, BirdStock is a non-profit, grassroots, community fundraiser with a big heart. Proceeds from this year's event will benefit **arts and music programs at Bird Rock Elementary School** and the **La Jolla Coastal Conservancy**, supporting both the next generation of young artists and the preservation of La Jolla's coastal environment.

BirdStock offers San Diegans and visitors alike a unique opportunity to experience one of La Jolla's most distinctive neighborhoods while enjoying a full day of music, food, art, family activities and community spirit—all just blocks from the Pacific Ocean.

### EVENT DETAILS

**What:** BirdStock Music Festival & Artisan Market  
**When:** Saturday, September 19, 10 a.m.–7 p.m.  
**Where:** La Jolla Boulevard, Bird Rock, La Jolla, California  
**Admission:** FREE and open to all ages  
**Website:** [www.BirdStockMusicFestival.com](http://www.BirdStockMusicFestival.com)

### MEDIA CONTACT

**Arianna Opsvig**  
Co-Chair, BirdStock Music Festival  
[arianna.opsvig@gmail.com](mailto:arianna.opsvig@gmail.com)



FOR IMMEDIATE RELEASE

## BirdStock Music Festival & Artisan Market Celebrates 5th Anniversary with Its Biggest Festival Yet

Free, all-ages Bird Rock street festival returns September 19 with five stages of live music, 70+ artisans, BMX and skateboarding performances, food, beer and wine garden, VIP seating, kids' activities and more

**BIRD ROCK, LA JOLLA, Calif.** — BirdStock Music Festival & Artisan Market returns for its fifth anniversary on **Saturday, September 19, from 10 a.m. to 7 p.m.**, transforming a closed stretch of La Jolla Boulevard in the seaside neighborhood of Bird Rock into a day-long celebration of live music, art and community. **Admission is free and open to all ages. Dogs are encouraged!**

This year's BirdStock will be the festival's largest yet, bringing together some of San Diego's premier bands and musicians alongside local artisans, businesses, and community groups.

### Festival highlights include:

- **Five Stages of Live Music** featuring an eclectic lineup of San Diego musicians
- **VIP Area** offering tequila and margaritas from Dos Azul adjacent to the Main Stage
- **Wine & Beer Garden** adjacent to the Main Stage
- **Chill Lounge** featuring live DJs and non-alcoholic drinks
- **Artisan Market** with more than 70 curated artisan booths
- **Food Trucks & Culinary Offerings**
- **Kids' Zone and Youth Stage**
- **Professional BMX & Skateboarding Performances**
- **Pet Parade & Costume Contest**
- **Kid's STEM Area, Dunk Tank, Bounce House, Pickleball Court, and Hat Bar**
- **Local Civic & Nonprofit Booths**

Hosted by the **Bird Rock Community Council & the BirdStock Community Alliance** and organized by local volunteers, BirdStock is a non-profit, grassroots, community fundraiser with a big heart. Proceeds from this year's event will benefit **arts and music programs at Bird Rock Elementary School** and the **La Jolla Coastal Conservancy**, supporting both the next generation of young artists and the preservation of La Jolla's coastal environment.

BirdStock offers San Diegans and visitors alike a unique opportunity to experience one of La Jolla's most distinctive neighborhoods while enjoying a full day of music, food, art, family activities and community spirit—all just blocks from the Pacific Ocean.

### EVENT DETAILS

**What:** BirdStock Music Festival & Artisan Market  
**When:** Saturday, September 19, 10 a.m.–7 p.m.  
**Where:** La Jolla Boulevard, Bird Rock, La Jolla, California  
**Admission:** FREE and open to all ages  
**Website:** [www.BirdStockMusicFestival.com](http://www.BirdStockMusicFestival.com)

### MEDIA CONTACT

**Arianna Opsvig**  
Co-Chair, BirdStock Music Festival  
[arianna.opsvig@gmail.com](mailto:arianna.opsvig@gmail.com)



# BIRDSTOCK MUSIC FESTIVAL RETURNS TO DOWNTOWN BIRD ROCK ON SEPTEMBER 19TH!

**LA JOLLA, Calif.** — The 5th annual BirdStock Music Festival & Artisan Market returns to Bird Rock on **Saturday, September 19, from 10 a.m. to 7 p.m.**, transforming La Jolla Boulevard into a free, all-ages street festival featuring music, art, food and family entertainment.

This year's expanded festival features:

- Five stages of live music
- VIP Area featuring tequila and margaritas by Dioz Azul
- 70+ artisan vendors
- Professional BMX and skateboarding performances
- Beer and wine garden
- Food trucks and local culinary offerings
- Kids' Zone and youth music stage
- Live DJ Chill Lounge
- Pet Parade and Costume Contest
- STEM activities, dunk tank, tennis/pickleball and more

Hosted by the **Bird Rock Community Council & BirdStock Community Alliance**, BirdStock is volunteer-run and benefits **arts and music programs at Bird Rock Elementary School** and the **La Jolla Coastal Conservancy**.

**WHAT:** BirdStock Music Festival & Artisan Market

**WHEN:** Saturday, September 19, 10 a.m.–7 p.m.

**WHERE:** La Jolla Boulevard in Bird Rock, La Jolla

**COST:** Free; all ages



## EVENT DETAILS

**What:** BirdStock Music Festival & Artisan Market

**When:** Saturday, September 19, 10 a.m.–7 p.m.

**Where:** La Jolla Boulevard, Bird Rock, La Jolla, California

**Admission:** FREE and open to all ages

**Website:** [www.BirdStockMusicFestival.com](http://www.BirdStockMusicFestival.com)

## MEDIA CONTACT

**Arianna Opsvig**

Co-Chair, BirdStock Music Festival

[arianna.opsvig@gmail.com](mailto:arianna.opsvig@gmail.com)

# ABOUT BIRDSTOCK



Launched in 2022, BirdStock represents the power of community. As the neighborhood, like so many throughout the country, recovered from the effects of the pandemic, the founders - Merisa, Kelsey, and Arianna - recognized a need to bring moral back to Bird Rock. They saw a layered opportunity to simultaneously assist the business along La Jolla Blvd, who were greatly affected financially, bring much needed art & color to the community, and raise funds for the local elementary school. Inspired by the “peace, love, and music,” motto of Woodstock, plus the coastal and aptly named community, Bird Rock, BirdStock was born.

Now in it's 5th year, BirdStock, which is fully volunteer-run, continues to be grassroots celebration of music, art, local business, and community, and has grown into a major annual Bird Rock event, bringing together thousands of people each year. Committed to its mission, BirdStock directs 100% of its proceeds to support arts & music education and coastal conservation.

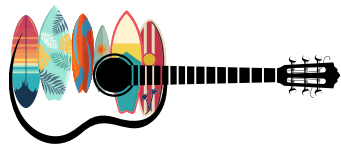
## THE FOUNDERS

**Merisa Titlow** is Co-Founder & Co-Chair of the BirdStock Music & Art Festival and Co-President of its supporting 501-c-3 organization, BirdStock Community Alliance. Merisa has spent more than two decades working in nonprofit development, with experience spanning organizations including the Environmental Defense Fund, Sesame Workshop, and The Metropolitan Museum of Art. Today, she also works as an independent nonprofit development consultant. Merisa brings her nonprofit expertise, entrepreneurial spirit, and belief in the power of community to BirdStock—with a particular passion for creating something that is joyful, inclusive, locally rooted, and built to give back. She lives in Bird Rock with her husband and three children.

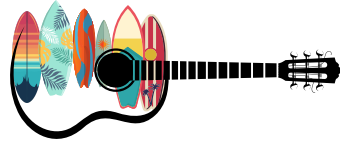
**Arianna Opsvig**, originally from Berkeley, has called Bird Rock home since 2018. A mom, trained clinical social worker, art history enthusiast, and horse lover, she has co-chaired BirdStock since the beginning of its current incarnation five years ago. She also serves as co-president of the BirdStock Community Alliance. As BirdStock celebrates its 5th anniversary, Arianna is proud to lead, alongside fellow volunteers Merisa and Kelsey, a grassroots festival that celebrates the vibrancy of the community by bringing together its incredible musicians, artisans, businesses, and residents—all of whom make BirdStock, and Bird Rock, shine!

**Kelsey Martin** is an engineer by profession, but at heart she is a nature, music, and life-loving person who believes deeply in the power of community and philanthropy. Engineering taught her how to solve problems, organize big ideas, and make things happen. She is also a fitness instructor where she discovered that some of her greatest strengths and joy come from connecting with people. Producing Birdstock combines Kelsey's problem-solving side of an engineer, the connection and energy of an instructor, her love of music and the outdoors, and her belief in community philanthropy to create something that is simply fun to be part of. For Kelsey, Birdstock is proof that doing good work doesn't have to feel like work. It can be joyful, creative, a little loud, and a whole lot of fun. She lives in La Jolla with her husband, two daughters and XL labrador.

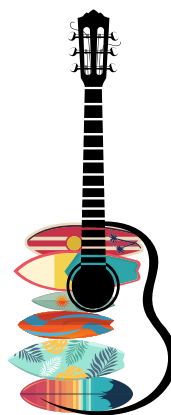
# BirdStock MUSIC FESTIVAL



# BirdStock MUSIC FESTIVAL



# BirdStock MUSIC FESTIVAL



## 10 Ways to Help Spread the Word

**LOVE BIRDSTOCK? HELP US FLOCK THE  
INTERNET.**

**SHARE & COMMENT ON OUR INSTAGRAM  
POSTS.**

**ADD #BIRDSTOCK TO YOUR STORY.**

**INVITE YOUR COMMUNITY.**

**TAG YOUR FLOCK.**

**POST THE BIRDSTOCK GRAPHICS.**

**ADD BIRDSTOCK TO YOUR COMMUNITY  
CALENDAR.**

**FORWARD OUR FLYER TO YOUR  
NEIGHBORHOOD GROUP.**

**FOLLOW AND TAG OUR SPONSORS.**

**TELL US WHY YOU'RE COMING.**



**FIND YOUR FLOCK. BRING THEM WITH YOU.**