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*****PRESS RELEASE*****

**TJPA ANNOUNCES 2026 ROOFTOP RHYTHMS
WEEKEND AT SALESFORCE PARK**

**Three-day Event will feature Tune-Yards, Lady Starlight, and culminate
with Suds Francisco, a celebration of the Bay Area's world-class
culture of fermentation from August 21-23**

San Francisco, CA – Today, the Transbay Joint Powers Authority (TJPA), owner and operator of the Salesforce Transit Center, in partnership with Noise Pop, FREE TECHNO, the Bay Area Brewers Guild, Barebottle Brewing Company and the East Cut Community Benefit District, are proud to present Rooftop Rhythms Weekend, a three-day summer celebration of music, food, drink, and community from August 21 to August 23, 2026, marking the eighth birthday of TJPA's Salesforce Transit Center.

"This year's Rooftop Rhythms expands to a three-day, all ages weekend celebration of food and music from August 21st to 23rd," said Adam Van de Water, TJPA Executive Director. "We invite the public to celebrate the Salesforce Transit Center's eighth birthday with a free three-day event in our rooftop Salesforce Park, culminating with a Funk and Fermentation festival on Sunday, the first of its kind with music, food, and beer together in downtown San Francisco's newest iconic destination."

Building on the success of 2025's Rooftop Rhythms event with Noise Pop, which welcomed more than 1,000 attendees to the park on a Sunday afternoon in August, this year's event expands into a full weekend of free programming. Visitors can enjoy live music, great food, refreshing drinks, and a lively outdoor atmosphere with activities for all ages.

The festivities begin on Friday, August 21 from 4 - 8 p.m., with a free concert at the Salesforce Park Amphitheater featuring the Oakland group, Tune-Yards, in collaboration with Noise Pop Industries. The Oakland-based duo, comprised of Merrill Garbus and Nate Brenner, brings their signature art-pop sound for an upbeat live performance that is fun for the whole family. The evening will also include performances by local bands, Rituals of Mine and Everyone is Dirty, and beverages for purchase from Barebottle Brewing Company. Doors open at 3 p.m. and capacity is limited! Register for free and learn more at rooftoprhythms.tixr.com.

"Salesforce Park is one of those spaces that makes people stop and remember why they love this city," said Kevin Arnold, the Founder/Chairman of Noise Pop Industries. "Experiencing live music up there, with the skyline and the energy of downtown all around you, is something that's hard to replicate

anywhere else. We've been proud to work with TJPA to build Rooftop Rhythms into a summer tradition, and are excited to continue with the biggest and best edition yet."

On Saturday, August 22nd from 4 - 8 p.m., FREE TECHNO returns to TJPA's Salesforce Park for an evening of proper techno. This year features a very special live hardware performance from Lady Starlight, one of the most captivating live acts in underground techno. Attendees can also expect live sets from DJ's Adra, Max Gardner and Zachary Noel, plus beverages for purchase from Barebottle Brewing Company. Doors open at 3pm at the Amphitheater. This show is free, but capacity is limited! Make your free RSVP and learn more at rooftoprhythms.tixr.com.

"San Francisco's creative soul is not gone. It's right here, on the dance floor, with all of us," said Max Gardner, co-founder of FREE TECHNO. "Events like this don't happen without a strong community behind them. We're so excited to welcome you all back to Salesforce Park for more world-class techno music."

The festivities will culminate on Sunday, August 23 from 2 - 7 p.m., with Suds Francisco: A Funk & Fermentation Festival, an immersive celebration of the Bay Area's renowned food and beverage culture produced in collaboration with Bay Area Brewers Guild and Barebottle Brewing Company. This first-of-its-kind San Francisco event will feature breweries, wineries, cideries, kombucha brewers, sake producers, bakers, fermented food artisans, along with live performances on the Amphitheater Stage, and DJ sets throughout the Main Plaza. This event is free and open to the public, with VIP and unlimited tasting tickets for purchase. Get yours at rooftoprhythms.tixr.com.

"Few regions in the world can match the Bay Area when it comes to fermentation," said Sayre Piotrkowski, Executive Director of the Bay Area Brewers Guild. "We produce world-class beer, wine, cider, sourdough, coffee, kombucha, chocolate, cheese, and countless other cultured foods and beverages. Suds Francisco is an opportunity to celebrate not only that culture, but those cultures—the people, traditions, and communities—that make this region such an extraordinary place to eat, drink, and gather." The Rooftop Rhythms weekend complements the free public programming and activities held at the Transit Center year-round, which in 2025 totaled over 460 and brought over 43,000 participants. These events are offered by the TJPA with funding support from the East Cut Community Benefit District (CBD).

"Rooftop Rhythms, through music and performance, captures the spirit of what makes Salesforce Park such a vital and vibrant gathering place. It is truly one of downtown San Francisco's most unique settings," said Andrew Robinson, Executive Director of The East Cut Community Benefit District. "This free, public event invites everyone to enjoy a day of DJs, live performances at the amphitheater, and local flavor from San Francisco's food and beer purveyors. It's a celebration of the energy and creativity that define our neighborhood."

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About Transbay Joint Powers Authority

Seventy feet above the Grand Hall, Salesforce Park runs the entire length of the Salesforce Transit Center, which is owned and operated by the Transbay Joint Powers Authority (TJPA). TJPA is an historic collaboration between San Francisco Bay Area government and transportation agencies that delivers the Transbay program and manages the daily operations of the Transit Center and Park. Nearly four blocks long and home to 600 trees and 16,000 plants arranged in 13 different botanical feature areas, Salesforce Park is an iconic garden oasis that is open daily and offers free public activities. Everyone's welcome to enjoy this public park, a living roof where a curved walking trail lined with benches surrounds grassy lawns, dancing fountains, a children's play area, and an amphitheater. More info at tjpa.org.

About Noise Pop

Noise Pop Industries is the longest-running independent music and arts event promoter in the San Francisco Bay Area. Home-grown since 1993, Noise Pop's annual namesake festival pioneered the multi-venue festival landscape and showcased early-career performances by then-emerging artists such as The White Stripes, Modest Mouse, Joanna Newsom, The Flaming Lips, Courtney Barnett, Death Cab for Cutie, Grimes, and many more.

About FREE TECHNO

Free Techno is a San Francisco based non-profit that organizes dance music events and educational programs in prominent public spaces. Our programming removes financial barriers and builds community, contributing to a more vibrant and inclusive Bay Area arts landscape.

About the Bay Area Brewers Guild

The Bay Area Brewers Guild is a nonprofit trade association representing independent craft breweries throughout the greater San Francisco Bay Area. Through events, education, advocacy, and collaboration, the Guild works to strengthen local breweries and promote the Bay Area as one of the world's great beer destinations.

About Barebottle Brewing Company

Barebottle Brewing was founded in 2016 by Lester Koga, Michael Seitz and Ben Sterling - three friends and former classmates at Cornell Business School, who bonded over a shared love of homebrewing. The brewery's award-winning beers are inspired by the San Francisco Bay Area, as well as utilizing the latest brewing techniques. Barebottle currently has three taprooms – in San Francisco's Bernal Heights, Santa Clara, and TPJA's Salesforce Park.

About the East Cut Community Benefit District (CBD)

The East Cut Community Benefit District is a 501(c)(3) non-profit organization that works to advance neighborhood quality of life, enhance the public realm and reinforce the viability of the local economic base to make for a more connected community. The East Cut CBD neighborhood covers nearly 20 city blocks, from Mission to Bryant and Second to Steuart Streets. Learn more about the East Cut neighborhood and Community Benefit District at theeastcut.org