Live music highlight of block party

By ANNABELLE SHERRY Collegian Arts Writer

Amid the bustle of students returning to State College from summer break, WQWK (97.1) held its fifth annual QWK Rock's the Block Party Sunday afternoon on Locust Lane. The block party featured a free concert and rows of tables manned by area vendors with free items to give away.

Events got started at 2 p.m. when Velveeta took the stage armed with a slew of cheesy '80s covers. Next up was the band out of Johnstown, Badwrench, which receives air time from QWK Rock.

Because of the steady flow of people stopping by to hear the four-band lineup, Badwrench lead singer Chuck Budzina said the concert was "ten times better than any previous year.'

Thousands of students and State College residents passed through the block party during the day. Rob Schmidt, general manager of WQWK, said in terms of attendance, this was the most successful year.

Some local merchants who participated in rocking the block attributed the strong turnout to the location.

The table promoting Vibes Music, 226 E. College Ave., drew a consistent crowd of people all day, said assistant manager tables. Aaron McGuill. The music store gave out free compact discs to promote its new frequent buyer program.

been catching traffic from both sides," he national acts," Schmidt said. said, referring to College and Beaver

One reason why the radio station organizes the block party is to form a partnership with the local business community, Schmidt said.

The station accomplishes this by putting the focus on downtown business, said Mark Antolosky, senior accounting executive for WQWK.

"If the vendors do better (business), we do better." he added.

Both merchants and new students unfamiliar with the area said they benefited from the publicity of Sunday afternoon.

"A lot of people don't know where some stores are and this will help them get familiar with where everything is," said Tiffany Dynda (senior-art), employee of Artifax, 323 E. Calder Way.

This was true for Rachel Hines (freshman-communication disorders), who only arrived at the University the day before and said she had been having problems finding her way around.

"At least now I know where some places are," she said after visiting different

The main objective of the festivities was, however, to "introduce QWK Rock to new and returning students and to show

"The location is great because we've the crowd a good time by bringing in some

Despite all the distractions from vendors, the live music was a major draw for passers-by. Naked, a band hailing from Los Angeles, took the stage at 4:30 p.m. and played a set from its self-titled debut album. For 45 minutes, the band succeeded in holding the audience's rapt attention.

Lead singer Jonathan Sheldon said-afterwards he was pleased with the performance.

"Almost everywhere I looked, people were singing along with the music," he

The band agreed all the external activity did not present competition for the audience's attention.

'We kept people's attention by putting a hex on them," bassist Damon Martin joked. Sheldon explained that playing an outdoor venue in the middle of the day can be more difficult than performing in a bar. which is where Naked played the last time it came to State College.

"The mindset is usually more open at night because people have had a few drinks. The afternoon was a challenge because the sun's out and people are looking at us more analytically," he said. "Our music works well in either environment,

The last band to perform, The Screamin' Cheetah Wheelies, received an enthusias-

A crowd gathers at the QWK Rock's the Block Party. Live music and free giveaways were the draw at the corner of West College Avenue and Locust Lane on Sunday.

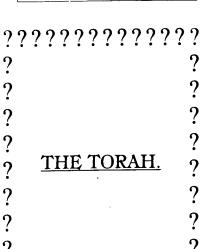
tic response from the crowd as well. Some from the block party after expressing her members of the audience milled around appreciation of the event. the stage, dancing. Others sat on the lawn of a nearby church until the set was over,

were dismantled, one student walked away

"It's really cool that something like this was put together right in our neighborignoring the light drizzle that began to fall. hood," Nina Folino (junior-chemical engi-After the music ended and the tables neering) said. "It's cool we could head down and see bands like this for free."



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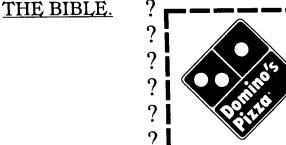
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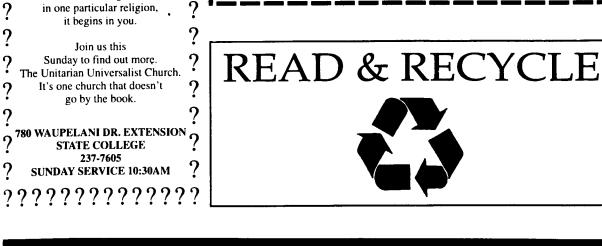


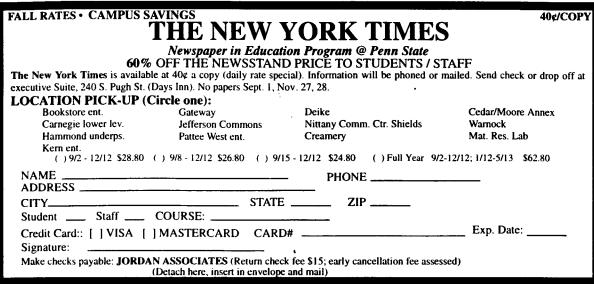
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