

FOR EMBARGOED RELEASE ON THURSDAY, SEPTEMBER 10:

****PRESS RELEASE****

DOWNTOWN SF PARTNERSHIP

FLEET WEEK GOES FULL YACHT ROCK: DOWNTOWN SF'S FRONT STREET SETS SAIL WITH FREE BLOCK PARTY ON FRIDAY, OCTOBER 9

Timed to Follow Friday's Fleet Week Air Show, Free Block Party Kicks Off at 4 p.m. Featuring 40th Anniversary Screening of the Original 'Top Gun', Yacht Rock Lip Sync Battle, Mustache Contest, Wonder Bread 5 & Haulin' Oates Concert, Vintage Pop-Up & More

[RSVP Here](#) For Fridays on Front Street Updates & Enter to Win Special Prizes



SAN FRANCISCO, CA: Fleet Week is getting a Yacht Rock soundtrack this fall as Downtown SF's free [Fridays on Front Street](#) block party returns Friday, October 9, transforming the Front Street Entertainment Zone into an open-air celebration of smooth sounds, retro 80s style and waterfront-weekend energy.

Timed to one of the Bay Area's biggest annual weekends - [San Francisco Fleet Week](#) - the Yacht Rock Block Party kicks off at 4:00 p.m., just as Fleet Week's Friday air show wraps along the waterfront.

From there, Front Street will keep the celebration going into the evening with live music, contests, street performers, food and drinks, and a full lineup of decidedly over-the-top 70s and 80s-inspired programming.

Headlining the outdoor stage is longtime San Francisco party band Wonder Bread 5, joined by Haulin' Oates for an evening built around the smooth sounds and singalong favorites of the era. Wonder Bread 5 has spent years performing rock and dance favorites spanning the decades, including an extensive catalog of 70s and 80s classics.

As the evening rolls on, Front Street's massive outdoor screen will also light up for a special 40th anniversary screening of the original *Top Gun*, bringing the iconic 1986 film back to the big screen during one of San Francisco's biggest aviation weekends of the year.

But guests won't have to stay on the sidelines. A Best Stache Contest kicks off at 6:45 p.m., searching for both the evening's finest homegrown facial hair and its most creatively constructed counterpart. At 7:00 p.m., a Yacht Rock Lip Sync Battle will put aspiring captains center stage for two one-minute rounds of smooth-music showmanship.

Attendees are encouraged to arrive early and dress the part: the first 100 attendees will receive complimentary captain hats and glasses upon arrival, while supplies last.

Elsewhere on the block, guests can get fully "yacht rockified" at an 80s Beauty Bar complete with mustaches, colorful eye shadow, bling and temporary flash tattoos; shop vintage 70s and 80s apparel; pose inside a vintage VW photo booth courtesy of [Das Bus](#); and interact with roaming performers and local bubbleologists.

As a special Friday night treat, complimentary freshly shucked oysters will also be served to party-goers, while supplies last, thanks to SF's very own [The Oyster Girls](#).

Per usual at the Fridays on Front Street block parties, guests 21+ are encouraged to sip and stroll throughout the block with food and drink specials from three locally owned Front Street favorites: **Harrington's Bar & Grill**, **Schroeder's**, and **The Royal Exchange**.

Highlights for the October 9th festivities along Front Street will feature:

- **WONDER BREAD 5:** *The longtime San Francisco party band headlines the Front Street stage with a high-energy set built for singing and dancing.*
- **40TH ANNIVERSARY SCREENING OF TOP GUN:** *The original 1986 blockbuster comes to Front Street's massive outdoor screen for a special Fleet Week screening celebrating the film's 40th anniversary.*
- **BEST STACHE ON THE BLOCK (6:45 P.M.):** *Facial hair gets its moment with prizes planned for both **Best Homegrown** and **Most Creative** mustaches.*
- **YACHT ROCK LIP SYNC BATTLE (7:00 P.M.):** *Contestants take the stage for two one-minute rounds to determine who can sell the smoothest performance without singing a note.*
- **THE OYSTER GIRLS:** *Fresh oysters get shucked right in the middle of the action as The Oyster Girls bring their roaming oyster experience to Front Street.*
- **GET YACHT ROCKIFIED:** *An 80s Beauty Bar offers oversized eye shadow, bling, mustaches, and yacht-rock-inspired temporary tattoos.*
- **VINTAGE FINDS:** *A special pop-up brings 70s and 80s apparel to Front Street throughout the evening.*
- **PLUS:** *Food and drink specials from participating locally-owned bars along Front Street.*

Fridays on Front Street is presented by the [Downtown SF Partnership](#) in partnership with [Noise Pop Industries](#). The series continues DSFP's broader work to reimagine Downtown San Francisco as a vibrant, active, and welcoming destination outside traditional office hours, while also providing a timely opportunity to support locally-owned businesses and bring foot traffic along Front Street.

Each Friday's on Front Street block party is admission-free, and no ticket is required for entry.

Although the event remains free and open to the public, guests are encouraged to [RSVP HERE](#) for the October 9 event to receive block party updates and automatically enter for a chance to win a special prize pack.

Prizes for October include four tickets to a City Experiences sightseeing cruise on the Bay, four tickets to Exploratorium After Dark, a \$50 gift card to beloved San Francisco ice cream shop Humphry Slocombe, and more. RSVP is encouraged but not required.

For more Front Street block party announcements, please visit www.downtownsf.org/fridays-on-front-street and follow along on social media at [@SF_Downtown](#).

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EVENT: Fridays on Front Street

THEME: 80s Yacht Rock Block Party

HOSTS: Downtown SF Partnership, in partnership with Noise Pop Industries

DATE: Friday, October 9, 2026

TIME: 4:00 p.m. to 9:00 p.m. PT

LOCATION: Front Street Entertainment Zone in Downtown San Francisco
Front Street between California and Sacramento streets

COST: \$0 (free and open to the public) **

** Attendees 21+ may purchase alcoholic beverages from participating brick-and-mortar establishments and enjoy them outdoors while sipping and strolling within the designated Entertainment Zone footprint.

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