

Saturday July 12, 2014: Love Our Neighborhood Day
11am to 3pm
In City of Emeryville and Golden Gate Neighborhood in North Oakland
Walk Oakland Bike Oakland Invites All to Come Play In The Streets

CONTACT: Chris Hwang, Walk Oakland Bike Oakland, chris@wobo.org, 510 282 0302

(Oakland, Emeryville) - On Saturday, July 12, Walk Oakland Bike Oakland (WOBO), North Oakland's Golden Gate Neighborhood and City of Emeryville will combine their resources to bring Love Our Neighborhood Day to San Pablo Avenue, 65th Street, Doyle Street and 55th Street. From 11am to 3pm, the public is invited to Come Play in the Streets, where two miles of roadways will be closed to auto traffic and opened to all for strolling, bicycling, roller skating, dancing, yoga and many other forms of movement and exercise. This event is free.

"Love Our Neighborhood Day is for the entire City of Oakland and beyond," said Dan Kalb, City Councilmember representing North Oakland. "This will be a tremendous opportunity to showcase the importance of walkable neighborhoods as well as celebrate the richness of residents, merchants and community organizations in North Oakland."

Up to 30 activities will take place in the streets, including several local performers who will showcase their talents.

WOBO Board President Chris Hwang notes that "WOBO produces events like Love Our Neighborhood Day to allow the public to experience health and movement that may be ordinarily constrained by the sense of danger or lack of safety." Love Our Neighborhood Day is one of two Open Streets programs in 2014 called Oaklavía (pronounced Ohk-lah-VEE-ah) – oaklavia.org. The event is NOT a street festival. Its focus is to bring residents and visitors out for exercise and movement on car-free, carefree streets. Oaklavía events are non-commercial; only food will be sold by mobile food vendors and event t-shirts and hoodies will be for sale to support the event.

A guided historical walk curated by KALA Art Institute and Oakland Urban Paths (oaklandurbanpaths.org) begins early at 10am. At 1pm, a short ceremony including notables from the City of Oakland and City of Emeryville will take place on the sound stage powered by Rock The Bike at the 64th Street / San Pablo corner. An after party caps off the day from 3pm to 7pm at Destiny Arts Center.

Laura Ingram, longtime homeowner and neighborhood activist in the Golden Gate recounts her first impressions of Love Our Neighborhood Day as a vehicle to build community bonds. "I'm not a cyclist, and the whole bike-culture thing is new to me. But I'm all about strengthening community ties here, and having free, family friendly fun in public places is a great way to do that."

Love Our Neighborhood Day is the Bay Area's first multi-city, multi-jurisdiction Open Streets event. The core planning team includes residents from both cities, the San

Pablo Area Golden Gate Improvement Association (SPAGGIA), Walk Oakland Bike Oakland (WOBO), representatives from the City of Emeryville and the City of Oakland, Shasta Production Services, and business leaders from Actual Café/Victory Burger, Revolights and PLACE for Sustainable Living.

Sal Bednarz, a key community advocate and owner of Actual Café and Victory Burger, first approached WOBO about bringing Oaklavia to the Golden Gate to complement the neighborhood's yearlong series of *Second Saturdays* events and to put a spotlight on an oft-overlooked community where Emeryville-Oakland city boundaries blur. "I hope this event will become an annual neighborhood tradition, and that we'll be able to grow it each year, and even incorporate Berkeley, our other neighbor city, into the celebration."

In addition to the gift of local talent and passion of community groups, the event is made possible with generous sponsorships and creative grassroots fundraising by the City of Oakland Arts, Culture and Marketing Department, Bay Area Air Quality Management District, Clif Bar, Kaiser Permanente, Sysco, Actual Café / Victory Burger, Revolights, McLaughlin Coffee Company, 21st Amendment Brewery, New Belgium Brewery, The Bureau 510, Rotten City Pizza, Acme Bread Company, and Ashby Lumber. On the day of the event, a percentage of proceeds from sales at The Bureau 510 (5800 Hollis, Emeryville) and mobile food vendors will go towards supporting the event.

Rotten City Pizza (6613 Hollis, Emeryville) is hosting a happy hour from 6pm to 10pm on Tuesday, July 1 to raise funds for Love Our Neighborhood Day.

WOBO is also recruiting 150 volunteers to execute a safe and free event for all. For those interested in volunteering, email volunteer.loveourhood@gmail.com with name, email and phone number.

Inquiries regarding the event should be addressed to loveourhood@gmail.com or by phone, 510-550-4802.

Updated event information is posted on the Oaklavia website, oaklavia.org. Stay tuned for updates on facebook @love our neighborhood day and twitter #loveourhood.

WOBO is a membership-based, volunteer-driven organization whose mission is to improve neighborhood livability, vitality and sustainability by making walking and biking in Oakland safe, easy, accessible and fun. Learn more at wobo.org.

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