

EAST BAY OPEN STREETS

FOR IMMEDIATE RELEASE

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Media Contact:

Samee Roberts, East Bay Open Streets

openstreetsdirector@gmail.com

510-220-8140

Come Play in the Streets Surrounding Lake Merritt

3rd Annual Oaklavía - Love Our Lake Day this Sunday September 20

(Oakland, CA) – Thousands from all over Oakland and the East Bay will come together to transform two miles of city streets surrounding scenic Lake Merritt into a car-free playground this Sunday, September 20 from 11:00 am – 4:00 pm at the **3rd Annual Oaklavía - Love Our Lake Day**. The free, family-oriented event is the second of three 2015 open streets events presented by **East Bay Open Streets**, a program of **Walk Oakland Bike Oakland (WOBO)**.

The Oaklavía - Love Our Lake Day route encompasses a two-mile stretch from the northeast end of Lake Merritt along Lakeshore Avenue wrapping down around the lake's southern tip, and back up Lakeside Drive to Harrison @ 21st Street. Both Grand Avenue and Bellevue Drive (through Lakeside Park) will remain open to regular vehicle traffic. The event route will be closed to vehicle traffic to make way for the public to get out of their cars and walk, bike, skate, dance, stroll, and experience the beauty and amenities of the Lake Merritt area in a more interactive way.

“Oakland and the East Bay are very well suited for dynamic open streets events, said WOBO Board President Chris Hwang. “The physical landscape is simply spectacular, and our elected officials, municipal governments, public agencies, and myriad community organizations are working together more closely than ever to foster a more sustainable future for the region. Open streets events provide a great opportunity for the public to get involved while enjoying a fun-filled, enriching afternoon on car-free, carefree city streets.”

More than 60 interactive health, fitness and arts activities – in addition to live music and dance performances – will take place along the route. These dynamic activities are hosted by local artists, musicians, dance troupes, community organizations, churches, neighborhood groups, area businesses, and event sponsors.

Love Our Lake Day – 2015 Highlights:

- 8th Annual Bicycle Music Festival, with off-the-grid, pedal-powered sound by Rock The Bike (This is BMF's first year in Oakland after moving from San Francisco)
- 11th Annual Oakland Cycling Grand Prix
- Mobile Bike Mechanic
- Inter-generational Bike Rodeo
- Martial Arts & Fitness Demos
- Yoga, Meditation, Massage, Chiropractic
- Arts & Crafts with MOCHA (Museum of Children's Arts)
- Mini Fun Runs hosted by the Berkeley Half Marathon

(more)

The something-for-everyone event will also feature test rides with Bay Area Bike Share; Oakland Spokes Family Bike Collective; Oakland Public Library Bike Library; Bike East Bay Bike Rodeo; City Slicker Farms; Salsa by the Lake; drumming circles; a second music stage on the E. 18th Street Pier; an array of great eats from dozens of local food vendors; and much more. It is presented free to the public and is non-commercial with the exception of event merchandise and food vending. For a complete listing of Love Our Lake Day activities and performances, visit www.eastbayopenstreets.org

The Lake Merritt area is transit-friendly, accessible by several AC Transit lines in addition to the Lake Merritt, 12th Street/Oakland City Center and 19th Street/Uptown BART stations. Due to street closures for the Oakland Grand Prix, those using the 19th Street/Uptown BART station should walk up 17th Street or Grand Avenue to get to Oaklavia - Love Our Lake Day.

Oaklavia – Love Our Lake Day is made possible through financial and in-kind support from numerous businesses, public agencies, community organizations and individual members of Walk Oakland Bike Oakland. Sponsors for this year’s event include the City Of Oakland, Bay Area Air Quality Management District, Berkeley Half Marathon, Bicycle Music Festival, Farmers Insurance: Ruth Stroup Agency, East Bay Express, Clif Kid, AC Transit, BART, Bay Area Bike Share (Operated by Motivate), Community Bank of the Bay, Oakland Central, Yelp, and Left Coast Power Yoga. More than 100 community volunteers will be on hand to execute a safe and fun event for all.

Oaklavia was inspired by the first “Ciclovía” – the Spanish term for “bike path” – that originated over 40 years ago in Bogotá, Colombia. The open streets movement has since spread to 20 countries around the world and many U.S. cities including Atlanta, New York City, Minneapolis, Des Moines, San Jose, Santa Cruz and the popular Sunday Streets SF. Walk Oakland Bike Oakland was one of the Bay Area’s early adopters of the open streets movement, having initiated annual Oaklavia events in 2010.

For more information about the three **East Bay Open Streets 2015** events – **2nd Annual Love Our Neighborhood Day** (held on May 30 in North Oakland/Southwest Berkeley, with big crowds and rave reviews), **3rd Annual Oaklavia - Love Our Lake Day** (Sunday, September 20, Lake Merritt) and **4th Annual Sunday Streets Berkeley** (Sunday, October 18, Downtown/North Berkeley) – please visit: www.eastbayopenstreets.org.

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, @walkoakbikeoak.

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Editor’s Note:

A complete listing of 2015 Love Our Lake Day Activities can be found at <https://www.dropbox.com/s/o2otebb60tyul9k/printable%20activity%20map.%20Love%20Our%20Lake%20Day%202015.pdf?dl=0>.

High resolution images are available upon request – please send an email to openstreetsdirector@gmail.com.