

For Immediate Release:
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Alum Rock Village Business Association (ARVBA) Presents the Fourth Annual “Light Up the Village”

Event: The Alum Rock Village Business Association, in partnership with the City of San Jose and the San Jose Redevelopment Agency, invites the community to the Fourth Annual “Light Up the Village” holiday celebration, featuring Santa’s House in the Village.

When: Saturday, December 5, 2009
12:00 p.m. – 6:00 p.m.
5:00 p.m. Tree Lighting Ceremony

Where: Alum Rock Avenue (Between White Road & Manning/Millar Avenues)

Who: San Jose Councilmember Nora Campos, District 5
Harry Mavrogenes, Executive Director, San Jose Redevelopment Agency
Frank Cortez, President, Alum Rock Village Business Association

Background: This year’s fourth annual “Light Up the Village” holiday celebration includes a special appearance from Santa Claus at his East Pole House (3116 Alum Rock Avenue) from 2:30 p.m. to 4:30 p.m. and a tree lighting ceremony at 5:00 p.m. at the northeast corner of White Road and Alum Rock Avenue, (the parking lot of James Lick High School). The event will include an art show, holiday arts and crafts for children, raffle prizes, vendor booths and performances by local school children. The festival is a FREE, non-alcohol event. For more information on the event, please contact Judy Thompson, (408) 272-7008 or judyet@earthlink.net.

Established in the late 1800s, the Alum Rock Village is a Neighborhood Business District (NBD) located on the historic Alum Rock Avenue, a main thoroughfare from downtown San Jose to East San Jose. Since the adoption of the Alum Rock Business District in 1984 and as a Redevelopment Project Area in 1988, the San Jose Redevelopment Agency has invested more than \$55 million for public and private improvements, including new facades, improved parking, streetscape improvements, building of public facilities, and support for the business association. For more information, visit www.sjredevelopment.org.

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