

For Immediate Release:

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Historical Pillars to be Unveiled at Parade and Festival in San Jose

The Second Annual Fourth of July, Rose, White, and Blue Parade and Festival Celebrates the Heritage of The Alameda

Event: The City of San Jose and the San Jose Redevelopment Agency will join the members of the Hanchett Park Heritage Project and The Alameda Business Association for the unveiling of the replication of historic pillars that once served as the neighborhood's gateways in the early 1900s.

When: **July 4, 2009, 12:15 p.m. – 12:45 p.m. (pillar unveiling)**

Where: **Hanchett Avenue and The Alameda**

Who: Councilmember Pierluigi Oliverio, District 6
Abi Maghamfar, Deputy Executive Director, San Jose Redevelopment Agency
Lorie Bird, President, Hanchett Park Heritage Project
Lawrence M. Clark, Treasurer, The Alameda Business Association

Background: Located at the intersection of Hanchett Avenue and The Alameda in the Hanchett Park Neighborhood, the historic pillar project is a collaborative effort between the San Jose Redevelopment Agency, City of San Jose and the Hanchett Park Heritage Project to bring back the gateway pillars that once stood as the neighborhood's gateways during The Alameda's heyday as one of San Jose's premier thoroughfares.

The Hanchett Park Heritage Project, a group of community members dedicated to the historic preservation of the Hanchett neighborhood, proposed the installation of the historic pillars to enliven the streetscape and pay tribute to the neighborhood's history. The project features four 8' pillars with a pergola. The San Jose Redevelopment Agency contributed approximately \$91,000 to the project. The pillar's unveiling is part of the opening ceremony of the second annual Fourth of July, Rose, White, and Blue Parade and Festival. For more information about the San Jose Redevelopment Agency, please visit www.sjredevelopment.org.

The Rose, White and Blue Parade and Festival is sponsored by The Alameda Business Association and neighborhood associations surrounding The Alameda area and celebrates the Fourth of July and the neighborhoods' rose history. The parade will begin at 10:00 a.m., from West San Carlos Street and Shasta Avenue and will feature local dignitaries and organizations, floats, classic cars, music and dance groups. The Festival will begin at

11:00 a.m. and features food booths and various activities along The Alameda. For more information about the Rose, White, and Blue Parade and Festival, please contact Maria Le at (408) 795-1859 or at maria.le@sanjoseca.gov. More information about the parade can also be found at www.the-alameda.com/parade.html.

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