

For Immediate Release:
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Chalk Artists Create Sidewalk Masterpieces at 3rd Annual Chalk Art Festival

***Portions of the proceeds will be donated to
local school arts education programs***

Event: The Luna Park Business Association, in partnership with the San Jose Redevelopment Agency, invites the community to the 2010 Luna Park Chalk Art Festival.

When: **Saturday, September 25, 2010, 10 a.m. - 4 p.m.**

Where: Backesto Park, 13th and Jackson Streets, San Jose

Who: Councilmember Sam Liccardo, District 3
Santa Clara County Supervisor George Shirakawa
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency
Julio Jimenez, Wayne & Cheryl Renshaw, Katrina Loera, Paul J. Gonzalez, and other talented artists
Luna Park / N. 13th Street Business Association

Background: The North 13th Street was adopted as one of 20 neighborhoods in the Strong Neighborhoods Redevelopment Project Area in 2002 and designated as a Neighborhood Business District (NBD) in 2003. The Luna Park Business Association was created in 2004 to promote and increase the economic vitality of the Neighborhood Business District. As part of the Association's effort to promote the uniqueness of the North 13th Street Business District, the Luna Park Chalk Art Festival was established.

The 2010 Luna Park Chalk Art Festival will feature chalk artists: up-and-coming Los Angeles street painter Julio Jimenez; annual favorites Wayne & Cheryl Renshaw, 12-year veterans of the California chalk art circuit; Katrina Loera, creator of the Backesto Park mural; and local muralist Paul J. Gonzalez. Performers are to include strolling accordionist Mike Zampiceni and Movimiento Cosmico Aztec dancers.

Student teams from San Jose schools and other local artists will also create street paintings. Handcrafted clothing and art will be offered for sale by local artisans and Streetbot, a mobile vendor truck covered in chalk art operated by The Usuals

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clothing boutique will also be at the event. Specialties from popular 13th Street restaurants Chiaramonte's Italian Deli and Sausages, Giovanni's Pizza, and San Jose Vietnamese Noodle will be available, as well as La Copa Loca Gelato and Romano's Italian Sodas.

The Luna Park Chalk Art Festival is a free, non-alcohol event. Visitors can watch chalk masterpieces being created or draw their own, impromptu 2'x2' street painting for just \$10.00, which includes a box of chalk. For information about the Luna Park Business Association or to pre-register for a chalk square, please contact Maria Le at (408) 795-1859 or at maria.le@sanjoseca.gov or visit www.lunaparkbusiness.com.

To date, the Redevelopment Agency has invested more than \$280 million throughout the nine Neighborhood Business Districts. Improvements in the 13th Street area include: new sycamore and crape myrtle street trees; distinctive street banners; antique-style pedestrian streetlights along North 13th Street between Empire and Hedding streets; and a new landscaped median island on Old Oakland Road. In addition, the Agency has provided support for the LPBA and renovated more than 10 storefronts along the business corridor, which has helped enliven the district.

For more information about the San Jose Redevelopment Agency, visit www.sjredevelopment.org.

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