

**For Immediate Release:**  
**August 19, 2009**

**Contact:**  
**Helen Duong, (408) 795-1807**  
**San Jose Redevelopment Agency**  
[helen.duong@sanjoseca.gov](mailto:helen.duong@sanjoseca.gov)

## **Alum Rock Business Association Celebrates 25 Years of Service**

*Salsa Festival to raise funds for Alum Rock Youth Center*

**Event:** The Alum Rock Village Business Association, in partnership with the San Jose Redevelopment Agency, invite the community to the Second Annual San Jose Salsa Festival.

**When:** **Saturday, August 22, 2009**  
**12:00 p.m. - 8:00 p.m.**  
**1:00 p.m. Opening Remarks**

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

**Who:** Santa Clara County Supervisor George Shirakawa  
Santa Clara County Supervisor Dave Cortese  
Councilmember Nora Campos, District 5  
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency  
Frank Cortez, President, Alum Rock Village Business Association  
Alum Rock Youth Center (beneficiary of the event)  
Pete Escovedo, Special Guest Artist

**Background:** The Alum Rock Village Business Association, representing businesses between Highway 101 and Millar/Manning Avenues, is in its 25<sup>th</sup> year of providing business development service. Established in 1984, the Alum Rock Neighborhood Business District (NBD) is known as the gateway to Mount Hamilton, the University of California's Lick Observatory and Alum Rock Park.

This year, to connect the neighborhood-serving businesses to its residents and to celebrate the community's cultural heritage, the Business Association will present the second annual San Jose Salsa Festival. The Festival will feature local food and retail vendors, musical entertainment, children's activities, and an amateur salsa dance contest. Local restaurants will also compete in a "best tasting salsa" contest. The festival is a free, non-alcohol event and a portion of its proceeds will be donated to the Alum Rock Youth Center.

The Alum Rock NBD is one of eight NBDs located in a San Jose Redevelopment Project Area. To date, the Redevelopment Agency has invested more than \$280 million throughout the eight NBDs including more than \$54 million in the Alum Rock NBD, leveraging approximately \$321 million. Improvements in the Alum Rock area include the construction of the Alum Rock Branch Library, Alum Rock Youth Center, and streetscape and façade enhancements. For more information about the Redevelopment Agency, visit [www.sjredevelopment.org](http://www.sjredevelopment.org).

To join the Alum Rock Village Business Association, or for more information regarding the festival - please contact Teresa Faz at (408) 795-1853 or at [teresa.faz@sanjoseca.gov](mailto:teresa.faz@sanjoseca.gov) or visit [www.arvba.org](http://www.arvba.org).

# # #