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## San Jose to Host the Third Annual Salsa Festival Presented by the Alum Rock Village Business Association

*The Youth Science Institute to Receive Proceeds from event*

**Event:** The Alum Rock Village Business Association, in partnership with the San Jose Redevelopment Agency, invites the community to the 3<sup>rd</sup> Annual San Jose Salsa Festival.

**When:** **Saturday, August 21, 2010**  
**12:00 p.m. - 8:00 p.m.**

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

**Who:** Santa Clara County Supervisor Dave Cortese  
Santa Clara County Supervisor George Shirakawa, Jr.  
Councilmember Nora Campos, District 5  
Councilmember Kansan Chu, District 4  
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency  
Alum Rock Village Business Association  
Youth Science Institute (beneficiary of the event)

**Background:** The Alum Rock Village Business Association, serves the business community of Alum Rock, from Alum Rock Avenue from King Road to Millar and Manning Avenues. Alum Rock Village is a historical shopping area dating to the 1930's. As part of the Association's work to promote the cultural richness of Alum Rock neighborhood and its neighborhood-serving small businesses, the Association started an annual summer celebration with the salsa festival.

The Salsa Festival is a street fair held in Alum Rock Village featuring an amateur salsa dancing contest to win cash prizes, a Salsa Tasting contest, with salsa-the-condiment from

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outstanding local restaurants, and the Bay Area's finest Salsa Bands. The speaking ceremony will start at 1 p.m. at the main stage.

The festival is a free, non-alcohol event and a portion of its proceeds will be donated to The Youth Science Institute.

Established as a Neighborhood Business District (NBD) in 1984, the Alum Rock NBD area is known as the gateway to Mount Hamilton, the University of California's Lick Observatory and Alum Rock Park.

The Alum Rock NBD is one of nine 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 facade enhancements. For more information about the Redevelopment Agency, visit [www.sjredevelopment.org](http://www.sjredevelopment.org).

To join the Alum Rock Village Business Association and the Salsa Event, please contact Chris Coggins at (408) 795-1860 or at [christopher.coggins@sanjoseca.gov](mailto:christopher.coggins@sanjoseca.gov) or visit [www.arvba.org](http://www.arvba.org).

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