

For Immediate Release:
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West San Jose Neighborhood Celebrates Area with Annual Jamboree and Carnival Event

***Luther Burbank Elementary and Lincoln High School to Receive
Proceeds From the Event***

Event: The West San Carlos Business District Association, in partnership with the San Jose Redevelopment Agency, invites the community to the Luther Burbank Jamboree and Carnival.

When: **Friday, October 15, 2010, 4 p.m. - 11 p.m.**
Saturday, October 16, 2010, 11 a.m. - 11 p.m. (speaking ceremony at 1 p.m.)
Sunday, October 17, 2010, Noon - 10 p.m.

Where: 860 West San Carlos Street at the corner of Sunol Street

Who: Santa Clara County Supervisor Ken Yeager
Councilmember Pierluigi Oliverio, District 6
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency
West San Carlos Business District Association

Background: The West San Carlos Business District Association serves the business community of West San Carlos Street & Stevens Creek Boulevard from Interstate 880 to Bird Avenue. West San Carlos is a historical shopping area dating to the 1930s. As part of the Association's work to promote the West San Carlos neighborhood and its neighborhood-serving small businesses, the Association continues to promote the Luther Burbank Jamboree and Carnival, which has been a San Jose tradition since 1948.

Event highlights include a three day celebration with carnival rides, dozens of non-profit and community participation booths, arts and crafts, Mariachi performers, live music bands, food, fun, and dancing. The speaking ceremony will be on Saturday, October 16, and will start at 1 p.m. at the main stage.

The Jamboree is a free, non-alcohol event and a portion of its proceeds will be donated to Luther Burbank Elementary and Lincoln High Schools.

Established as a Neighborhood Business District (NBD) in 1990, the West San Carlos NBD area is known as Midtown due to its central location midway between Valley Fair and Downtown San Jose.

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The West San Carlos NBD is one of nine San Jose Redevelopment Agency Neighborhood Business Districts. To date, the Redevelopment Agency has invested more than \$280 million throughout the nine NBDs. Improvements in the West San Carlos area include streetscape and facade enhancements. For more information about the Redevelopment Agency, visit www.sjredevelopment.org.

To join the West San Carlos Business Association and the Luther Burbank Jamboree and Carnival, please contact Chris Coggins at (408) 795-1860 or at christopher.coggins@sanjoseca.gov or visit www.sancarlosstreet.com.

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