

For Immediate Release:
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Luna Park Business Association Presents the 2nd Annual Chalk Art Festival

Festival proceeds will benefit arts education in neighborhood schools

Event: The San Jose Redevelopment Agency, the City of San Jose, and the Luna Park Business Association to celebrate the 2nd Annual Luna Park Business Association Chalk Art Festival.

When: Saturday, October 10, 2009
10:00 a.m.—3:00 p.m. Event time
12:00 p.m. Ceremony
12:30 p.m. Aztec Dance by Movimiento Cosmico
Entertainment: Mike Zampiceni, Accordionist

Where: Backesto Park (13th And Jackson Streets)

Who: Councilmember Sam Liccardo, District 3
Luna Park / North 13th Street Business Association
Chalk Artists

Background: The Luna Park/North 13th Street Business District consists of a diverse mix of historic buildings, local and regional-serving restaurants, shops and services. The Business District is bounded by Jackson and Hedding Streets, and serves as a main thoroughfare between Highway 101 and Downtown San Jose. It is anchored by Backesto Park, which is a popular venue for tennis, bocce ball, softball and handball, and is the location for the Second Annual Luna Park Chalk Art Festival.

The Festival features both professional and amateur chalk artists creating amazing street masterpieces. Participating artists include Cheryl & Wayne Renshaw, veteran chalk artists from last year's festival, Paul J. Gonzalez, noted muralist, Hearts of Chaos Artists, Katrina Loera, creator of Backesto Park mural and Student Mural Teams from San Jose High School.

The event is supported, in part, by a grant from the City of San Jose Office of

Cultural Affairs. Net proceeds will benefit arts education in neighborhood schools. Admission to the event is free. Attendees are invited to join in the festivities by creating their own chalk artwork. On the day of the event, reserve a 2'x2' chalk space and a box of chalk for \$10. To reserve or sponsor a large chalk art square: download forms at www.lunaparkbusiness.com

The North 13th Street Neighborhood Business District (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 \$2.6 million in the North 13th Street NBD, leveraging approximately \$203 million of private investment. For more information about the San Jose Redevelopment Agency, visit www.sjredevelopment.org.

To join the Luna Park Business Association, please contact Maria Le at (408) 795-1859 or at maria.le@sanjoseca.gov or visit <http://www.lunaparkbusiness.com>

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