



## News Release

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**For Immediate Release**

Friday, June 25, 2010

**Contact:**

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### **Celebrate America at the Rose, White & Blue 4<sup>th</sup> of July Parade** *Grand Marshal Steve "The Woz" Wozniak joins the Alameda Business Association to celebrate San Jose's Rose Parade History*

- Event:** 3<sup>rd</sup> Annual Rose, White & Blue 4<sup>th</sup> of July Parade and Festival
- Time:** 10:00 a.m. to 5:00 p.m.  
12:00 p.m. Welcome from Parade Chair & Dignitaries
- When:** Sunday, July 4, 2010
- Where:** Parade begins at West San Carlos Street and Shasta Avenue  
Festival located on The Alameda (between Hester and Julian)

San Jose, CA – The 3<sup>rd</sup> Annual Rose, White & Blue 4<sup>th</sup> of July Parade and Festival will be held Sunday, July 4<sup>th</sup> from 10 a.m. to 5 p.m. with a noon welcome and festival kick-off ceremony. The Alameda Business Association hosts this event with the parade beginning at West San Carlos Street and Shasta Avenue and ending at the festival site on The Alameda between Hester and Julian – near Race Street. The Alameda will be closed to accommodate the celebration.

This year's parade will include over 120 units, floats, and bands. Kids and families are invited to join in the parade. Kids may decorate their bikes and wagons with Patriotic themed decorations, some of which will be provided beginning at 8:30am at the parade start. Prizes will be given out for the best floats, the best-decorated little red wagon and the parade entry with the most creative use of flowers and roses. Some impressive musical talents will grace two stages set up on The Alameda and will perform throughout the afternoon. A kid's inflatable gym and craft zone, tasty food to eat, as well as beer and wine will make this a very relaxing afternoon under the canopy of trees that line The Alameda

The event has grown each year, with over 10,000 people attending last year to watch the parade and participate in the festival activities. This year the event hosts are excited to announce that the parade Grand Marshal is Steve “The Woz” Wozniak. A Silicon Valley icon and philanthropist for the past three decades, Steve Wozniak helped shape the computing industry. Steve Wozniak co-founded Apple Computer Inc. in 1976. For his achievements at Apple Computer, Wozniak was awarded the National Medal of Technology by the President of the United States in 1985, the highest honor bestowed on America’s leading innovators.

The Rose, White & Blue 4<sup>th</sup> of July Parade and Festival provides a way for the community to celebrate the nation’s birthday and our collective good fortune to live in San Jose and its surrounding area. The history of the rose-themed parades dates back to the first “Rose Carnival” which took place in San Jose in 1896 with every city and town in the county participating with floral floats as the centerpiece of the event. The Alameda Business Association’s newly published book, *Roses on Parade: A Santa Clara Tradition*, will be available for the first time at the Festival. The author, Shannon E. Clark will be available for book signing.

The 3<sup>rd</sup> Annual Rose, White & Blue Parade hosted by the Alameda Business Association is supported by many local neighborhood groups and businesses. Their goal is to provide an opportunity for folks and families to enjoy themselves in a safe and friendly environment and preserve the tradition that started more than 115 years ago.

This year’s Rose, White & Blue Parade and Festival will include such dignitaries as:

- Grand Marshal Steve “The Woz” Wozniak
- Congresswoman Zoe Lofgren
- Santa Clara County Supervisor Ken Yeager
- Santa Clara County Supervisor Dave Cortese
- San Jose Mayor Chuck Reed
- San Jose City Councilmember Pete Constant
- San Jose City Councilmember Ash Kalra
- San Jose City Councilmember Kansan Chu
- San Jose City Councilmember Pierluigi Oliverio

**Parade**

10:00 a.m. -12:00 p.m. Estimated end time	Rose, White & Blue Parade
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**Festival Schedule**

**American Stage**

10:30 am	A Dog Named Buckley
11:00 a.m.	Elvis Impersonator Rick Torres

11:30 a.m.	Showtyme
<b>12:00 pm</b>	<b>Welcome from Parade Chair &amp; Dignitaries</b>
1:00 p.m.	Nicolas Bearde
3:15 p.m.	Orquesta Borinquen

**Patriots Stage**

10:30 a.m.	OTR Band
11:30 a.m.	Luther Burbank School Youth Mariachi Band
12:00 p.m.	Susana y Orquesta Adelante
1:30 p.m.	Orquesta Saboricua
3:30 p.m.	Entourage

The Alameda was designated as a Neighborhood Business District in 1990 and was adopted as a Redevelopment Project Area in 1991. Through strategic investments, the San Jose Redevelopment Agency (SJRA) has enlivened and enhanced the district with such projects as new sidewalks; a lush canopy of street trees; colorful street banners; attractive median islands; increased parking; antique style streetlights; business association support; public/private partnerships; storefront upgrades; the renovation of the historic railroad overcrossing; and assistance for several new market rate housing developments. Guided by The Alameda Neighborhood Business District Revitalization Strategy, the Redevelopment Agency has invested almost \$10 million in the district, which has leveraged an estimated \$203 million in private new development. [www.sjredevelopment.org](http://www.sjredevelopment.org)

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