

Parks, Recreation and Neighborhood Services

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Niantic and Viva CalleSJ Announce Giving Campaign

Event Participants Encouraged to Donate Supplies for City's Most Vulnerable

SAN JOSE, CA – Niantic, Inc. and the City of San José’s Department of Parks, Recreation and Neighborhood Services (PRNS) are teaming up to make a difference during the City’s signature open streets event – *Viva CalleSJ*. Last year, over 35,000 Pokémon GO Trainers – out of more than 130,000 *Viva CalleSJ* participants – attended the annual community event and caught over 1,000,000 Pokémon. This year, Pokémon GO Trainers are invited to connect with the community by donating goods to support San José’s most vulnerable residents.

“Placemaking events, such as *Viva CalleSJ*, connect people to neighborhoods that are otherwise past by in cars,” said Angel Rios, Jr., director of PRNS. “The collaboration with Niantic provides a tangible benefit and is a direct form of connecting people to people.”

PRNS is also collaborating with the City’s Housing Department to provide an opportunity for all *Viva CalleSJ* participants to donate essential items to our homeless neighbors. The Homelessness Response Team, along with the non-profit service providers that operate the Citywide Homeless Outreach and Engagement Program, will answer questions and collect donations at the Santa Clara Fairgrounds and Martial Cottle Park Activity Hubs.

Requested donations include new socks and undergarments, backpacks, feminine hygiene products, or diapers. All donations must be new or in sealed packaging, will be tax deductible, and distributed directly to homeless and formerly homeless households by the service providers. Trainers who donate will have a chance to win a special tour of the new Niantic headquarters in San Francisco, Calif. In addition, the first 2,000 Trainers to provide a donation at each location will receive a limited edition poster.

“We’re excited to return to *Viva CalleSJ* and give Trainers an opportunity to explore their neighborhoods together, meet others in their community and give back to those in need,” said Yennie Solheim Fuller, Senior Manager of Social Impact at Niantic.

Viva CalleSJ 2018 – SoFA to the Streets is scheduled for Sunday, September 23 from 10 a.m. to 3 p.m. Transforming six-miles of open streets — First Street down Monterey Road to Martial Cottle Park — into the City’s largest urban park for the day. *Viva CalleSJ* is made possible by collaborative efforts from PRNS, Silicon Valley Bicycle Coalition, Santa Clara County and Knight Foundation. Visit www.vivacallesj.org for event information, including a map of this year’s route.

About Parks, Recreation and Neighborhood Services and *Viva CalleSJ*

The City of San José Department of Parks, Recreation and Neighborhood Services (PRNS) has one of the most diverse service models of any agency of its type. The recreation, social services and outdoor spaces serve not only San José’s million-plus residents, but individuals from surrounding cities and communities as well. The department is committed to building healthy communities through people, parks and programs and to be a national leader in cultivating healthy communities through quality programs and dynamic public spaces. For more information, please visit <http://www.sanjoseca.gov/prns>.

Viva CalleSJ is based upon open streets programs that aim to connect urban dwellers with their community and environment by temporarily diverting traffic from busy thoroughfares and opening streets to pedestrians, bicyclists, wheelchair users, and other non-motorized forms of travel. By allowing only non-motorized transportation on a designated route that changes annually, *Viva CalleSJ* encourages exploration of City neighborhoods. In doing so, it promotes social integration and physical activity while directly reducing carbon emissions.

About Niantic, Inc.

City of San José, Parks, Recreation and Neighborhood Services Department, 200 East Santa Clara Street, San José, CA 95113

Niantic, Inc., builds mobile real-world experiences that foster fun, exploration, discovery and social interaction. Originally incubated within Google, Niantic, Inc., spun out in 2015, with investments from Google, The Pokémon Company, and Nintendo. The company's immersive real-world mobile games Pokémon GO, which has been downloaded globally more than 800 million times, and Ingress are available on the App Store and Google Play. Harry Potter: Wizards Unite is Niantic, Inc.'s third game and is being co-developed with Warner Bros. Interactive Entertainment. For more information on Niantic, visit NianticLabs.com.

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