



Media Advisory

Parks, Recreation and Neighborhood Services

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Viva CalleSJ Announces 2018 Route and Date

City's Fourth Annual Signature Open Streets Event Continues to Lead Participants through Historic San José Neighborhoods

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| Event: | Viva CalleSJ 2018: SoFA to the Streets |
| When: | Sunday, September 23 10:00 a.m. – 3:00 p.m. |
| Where: | South of First Area (SoFA) down Monterey Road towards Martial Cottle Park |
| Background: | <p>The Viva CalleSJ 2018 six-mile route down Monterey Road was announced during today's Bike to Work Day. The City's signature open streets event will feature activity hubs in the South of First Area's (SoFA) Parque de los Pobladores, the Santa Clara County Fairgrounds and Martial Cottle Park. Activity hubs will include information tents, free water stations, bike repair services, local vendors, live entertainment and family-friendly fun.</p> <p>“A recent Mineta Transportation Institute (MTI) study shows that Viva CalleSJ is connecting people to people and people to places while Building Community Through FUN,” said Angel Rios, Jr., Director of the City's Department of Parks, Recreation and Neighborhood Services (PRNS) which coordinates the event. “The 2018 route, from SoFA south bound on Monterey Road, will allow attendees to learn and connect with businesses and communities in this iconic and historic thoroughfare.”</p> <p>Allowing only non-motorized transportation and pedestrians on a designated route, Viva CalleSJ encourages exploration of City neighborhoods. In doing so, it promotes social integration and physical activity while directly reducing carbon emissions. Additionally, it has a positive economic impact on businesses along the route.</p> <p>According to “A Survey of Viva CalleSJ Participants Study” by MTI, Viva CalleSJ 2017 was attended by 130,000 individuals who spent more than \$1 million at local businesses on the route during the six-hour event.</p> <p>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.</p> |

About Parks, Recreation and Neighborhood Services

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. They remain 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>

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