



News Release

Department of Parks, Recreation & Neighborhood Services

For Immediate Release

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Contact

Carolina Camarena, Public Information Manager
(408) 793-5519

Pokémon GO Activities during Viva CalleSJ

San José's annual open-streets event teams up with Knight Foundation and the popular mobile game

SAN JOSE, CA – Get ready San José, Viva CalleSJ 2017 is coming. Pokémons, in the augmented reality game Pokémon GO, will show up across San José on Sunday, Sept. 17 during the annual event for new and experienced players to find.

The John S. and James L. Knight Foundation, Niantic, Inc. — developer and publisher of Pokémon GO — and the City of San José's Parks, Recreation and Neighborhood Services Department (PRNS) have teamed up to enhance social connectivity through technology at Viva CalleSJ taking place on Sunday, Sept. 17 from 10 a.m. to 3 p.m.

“By opening up our streets for all to enjoy, Viva CalleSJ encourages our residents to get outside and discover new parts of our city,” said Sam Liccardo, mayor of San José. “In addition, our new partnership with Pokémon GO will add another fun dimension in which residents can engage with one another and explore their community.”

“We’re looking forward to showcasing San José’s diverse history through a curated walking tour across the city in Pokémon GO for the community to discover and engage with like never before,” said Vikram Grover, senior director of business development at Niantic, Inc.

During the event there will be an increased number of temporary PokéStops and Gyms aligned with Viva CalleSJ’s event hubs. Locations include: Japantown, St. James Park, Mexican Heritage Plaza, and Lake Cunningham Park. The hubs include free water stations, bike repair services, live entertainment, food trucks and local vendors.

“Building community through fun for our families is at the heart of PRNS,” said Angel Rios, Jr., director of PRNS. “Viva CalleSJ transforms San José streets into the City’s largest park and largest Pokémon Encounter Zone for one day.”

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. With no start or finish to the route, participants can choose their beginning and end points to discover new places and have new experiences.

Niantic, Inc. and the Knight Foundation recently announced a multiyear commitment to promote civic engagement in communities across the United States. The initiative aims to get citizens outside exploring

their towns through city-organized events. Similar events have taken place in Akron, Ohio, Charlotte, North Carolina, and are scheduled for Philadelphia, Pennsylvania on Oct. 28.

“This collaboration blends the power of technology with the importance of connection – to place and to people. It is an experiment in civic engagement, helping cities develop new ways to improve neighborhood life and engineer positive collisions among residents of all backgrounds,” said Danny Harris, program director for San José at Knight Foundation.

Viva CalleSJ is made possible by collaborative efforts from PRNS, Silicon Valley Bicycle Coalition, Santa Clara County Public Health, and Knight Foundation. Visit www.vivacallesj.org for event information, including a map of this year’s route.

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. 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>.

About Niantic, Inc.

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 game Ingress has been downloaded more than 15 million times and is played in more than 200 countries and territories worldwide. Niantic, Inc., also developed and published Pokémon GO, the real-world Pokémon game for iOS and Android mobile devices that has been downloaded more than 750 million times. For more information on Niantic, please visit <http://www.nianticlabs.com>.

About Knight Foundation

Knight Foundation is a national foundation with strong local roots. We invest in journalism, in the arts, and in the success of cities where brothers John S. and James L. Knight once published newspapers. Our goal is to foster informed and engaged communities, which we believe are essential for a healthy democracy. For more, visit <http://www.knightfoundation.org/>.

About the Silicon Valley Bicycle Coalition

The mission of the Silicon Valley Bicycle Coalition (SVBC) is to create a healthy community, environment, and economy through bicycling for people who live, work, play in San Mateo and Santa Clara Counties.

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