



**ALAMEDA COUNTY COMMUNITY DEVELOPMENT AGENCY**  
ECONOMIC & CIVIC DEVELOPMENT DEPARTMENT

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**PRESS RELEASE\*\*\*PRESS RELEASE\*\*\*PRESS RELEASE\*\*\*PRESS RELEASE\*\*\*PRESS RELEASE**

**November 4, 2015**

**Meet in the Streets on Castro Valley Boulevard**

Celebrate the revitalization of Castro Valley Boulevard with the fourth annual Meet in the Street event on November 14th from 12-7 PM along Castro Valley Boulevard between San Miguel Avenue and Redwood Road. The street celebration will include live entertainment, several areas along the street dedicated to music performances, a Poker Walk, and at 5:30, there will be the eclectic, electric Light Parade. The event is free to the public.

**Poker Walk:**

Try your hand at participating in a poker walk. The best seven (7) hands will win prizes valued at \$50. Contact the Castro Valley/Eden Area Chamber of Commerce at 510-537-5300 for more info and tickets.

**Music Headliners:**

Two performance areas will be set up along Castro Valley Boulevard highlighting local music talent. Contact Jim Bedford of Bedford Studios at 510-537-1782 for more details.

**Merchant Coupons:**

Merchants have agreed to provide special discounts on merchandise, food and services during the event. Take advantage of these opportunities and support the local businesses.

**Street Entertainment:**

Celebrity Gems, a local entertainment troupe, will provide street entertainment for the festivities including Dancing Christmas Trees and Balloon Making Elves. Prescott Circus of Oakland will provide circus clown entertainment from their youth circus arts program. They will be wandering the boulevard during the event. Castro Valley 4H will have a petting zoo set up and Hayward Area Parks and Recreation Department will bring out Mobile Rec which includes a bounce house for little kids.

**Light Parade to Celebrate the Holidays Coming Early to Castro Valley:**

At 5:30 PM, there will be a Light Parade. Entrees include floats from local service organizations and churches, Castro Valley Schools, antique vehicles, Powell's Irish Dancers, service dogs, motorcycles, and ends with Mr. & Mrs. Claus. The only requirement is that you attach holiday lights to your vehicle or person.

**Contact:**

Jaimie Orfanos  
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510-670-6107  
Event website: [www.cvmeetinthestreet.org](http://www.cvmeetinthestreet.org)  
[facebook.com/meetinthestreetcastrovalley](https://facebook.com/meetinthestreetcastrovalley)