



FOR IMMEDIATE RELEASE

June 28, 2016

CONTACT:

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Public Invited to Eden Night Live

*Friday and Saturday Evenings Will Be a Time of Celebration and
Community Building in Ashland-Cherryland through October*

Alameda County invites the public to attend Eden Night Live, a new social space for healthy entertainment, community engagement and business development that will light up Alameda County's Ashland-Cherryland community every Friday and Saturday evening, starting on July 1 and continuing through October.

The free events will take place between 5 p.m. and 9 p.m. each Friday and Saturday night at a newly designed outdoor community space at the corner of Mission Boulevard and Hampton Road in Alameda County's unincorporated Ashland-Cherryland community. The community event is the result of a lengthy planning process led by Ashland-Cherryland Rising, a community-based collective impact initiative involving the Alameda County Sheriff's Office and other public agencies, local business and neighborhood groups. The initiative is being funded by a \$1 million federal Byrne Criminal Justice Innovation (BCJI) grant. In 2014, the Sheriff's Office received a \$1 million grant from BCJI, which helps local communities develop placed-based, community oriented strategies to change neighborhoods of distress into neighborhoods of opportunity.

Partners including the Sheriff's Office, the Eden Chamber of Commerce and the Alameda County Deputy Sheriff's Activities League (DSAL) have collaborated on creating this twice-weekly family-friendly event, which will be THE destination for locals to positively engage with their community and learn more about local businesses.

For more information about Eden Night Live, call (510) 537-5300 or go to <http://edennightlive.com/>

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