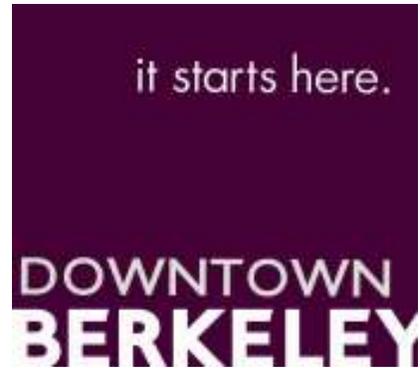


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Press Contact: Jo Ann Driscoll  
Cell: 510-459-8144;  
Office: 510-665-5592  
[jamdriscoll@gmail.com](mailto:jamdriscoll@gmail.com)



### **IT STARTS HERE – Taste, Create, Experience**

**TASTE** - Berkeley continues to foster many of the world's most significant and exciting taste trends, building on its famed food and nutrition revolution which includes the Localvore movement with origins at the Berkeley Farmer's Market; the inspiration of master roaster Alfred Peet; and the development of the Slow Food movement. Downtown Berkeley continues in the footsteps of Berkeley's food revolution, sparked by Alice Waters and others, and furthered today by the food visionaries at Gather, Revival and Five restaurants. The diversity of the cuisines available in Downtown Berkeley is a reflection of its place as a culinary crossroads realized by its acclaimed restaurateurs.

**CREATE** - The ingenuity and creativity of Berkeley is a reflection of the unique mix of theater, music, culture, arts and science. From Nobel Prize winners to world-class science and culture contributions, UC Berkeley has brought many firsts to the world, which will soon include the new Energy Biosciences Institute Building that will lead the world in alternative fuel research. The city's new Berkeley Skydeck, a tech startup incubator and accelerator; and the Berkeley Startup Cluster, a partnership of the DBA, the City of Berkeley, UC Berkeley, and Chamber of Commerce, provide venues for young entrepreneurs to realize their exciting visions of the future.

**EXPERIENCE** – Berkeley boasts a vibrant cultural arts district as an anchor for its Downtown, which features the Tony-award winning Berkeley Repertory Theater, Aurora Theatre, The Marsh Arts Center, The Jazzschool and The Freight and Salvage Coffeehouse. Moreover, the Berkeley Art Museum and Pacific Film Archive is slated to move into their new location in the heart of Downtown by 2015. Every day, cyclists ride to the trend-setting, free bike parking valet at the Bike Station on Shattuck Ave, also headquarters for the East Bay Bicycle Coalition. The nearby David Brower Center, located in the greenest building in the East Bay, exemplifies environmental sustainability, community building and

social action. This year the world-renowned Magnes Collection of Jewish Art and Life opened on Allston Way across the street from The Marsh and the Brower Center. Dharma College has moved into the old Armstrong College Building, bringing a Buddhist curriculum to the heart of the City. In 2011, to further the experience of our Downtown, DBA instituted a storefront art beautification program and also produced Center Street Summer Cinema, a free outdoor movie event designed to bring excitement and fun to Downtown Berkeley's balmy summer evenings.

For more information about Downtown Berkeley Association, 2230 Shattuck Avenue, Suite C, visit [www.downtownberkeley.com](http://www.downtownberkeley.com), or call 510-549-2230.

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