

FOR IMMEDIATE RELEASE**March 9, 2016**

John Caner
510.549.2230 x12
jcaner@downtownberkeley.com

**DOWNTOWN BERKELEY HOSTS FIRST “MEET ME DOWNTOWN DAY”
SUNDAY MARCH 20, 12NOON-5PM**

Free Activities at Six Renowned Cultural Venues
Specials at over a Dozen Downtown Eateries
First Look at New UC Theatre and Outdoor Films at BAMPFA
Collect Stickers at all Venues and Win Weekend Extravaganza!

(Berkeley, CA) — On Sunday March 20th from 12noon to 5pm, Downtown Berkeley will be hosting its first ever **MEET ME DOWNTOWN DAY**, featuring six renowned cultural venues that will be opening their doors and offering free activities to welcome Bay Area residents of all ages and backgrounds to experience the excitement of Downtown Berkeley. In addition, over a dozen restaurants will be offering specials to visitors who attend the cultural venues. As we say in Berkeley, “Come for the Culture, Stay for the Food”! Start and end your visit at the Downtown Berkeley BART Plaza at Shattuck Avenue and Center Street, where you can get a map of venues and restaurant specials, and enter to win fabulous prizes after you collect **Meet Me Downtown** stickers at all six venues.

Meet Me Downtown Day will include a first look at the newly renovated 1,400 person UC Theatre Taube Family Music Hall on University Avenue with a demonstration of their innovative Meyers Sound system, only five days before their first concert on March 25. The Berkeley Art Museum and Pacific Film Archive (BAMPFA), which jut opened in its new Center Street location on January 31, will screen a number of short films on its brand new jumbo outdoor screen on Addison and Oxford Streets. And BAMPFA will offer half off gallery admission all day from 11am to 9pm. The fabled Freight and Salvage will feature a harmony singing workshop and a bluegrass jam, and the California Jazz Conservatory a Jazz Trio concert. In addition Berkeley Rep’s School of Theatre will provide a sample of theatre workshops and teen one-acts. To top it all off

the YMCA will be offering free yoga classes and access to gym and pool all day also. See attached table for program details.

In addition over a dozen restaurants will be offering food and drink specials to folks who get a sticker at any one of the six cultural venues, to enjoy the varied treats of Downtown Berkeley all day long Sunday. Offers range from 10% off at Phil's Sliders to \$2 off first pint at Triple Rock Brewery. See attached tables for list of participating restaurant specials.

Visitors will collect a different color **Meet Me Downtown** sticker at each of the six cultural venues. One sticker gets you access to specials at participating restaurants. Collect all six stickers, and visitors can enter to win a Weekend Extravaganza at our BART Plaza welcome kiosk, which includes: a weekend for two at Hotel Shattuck Plaza; dinner at FIVE and Comal restaurants, and tickets to the Berkeley Rep, Freight and Salvage, and The UC Theatre, and gallery and film passes to BAMPFA.

And post your favorite photo on Instagram with #MeetMeDowntownBerkeley, on Meet Me Downtown Day from one of the cultural venues, participating restaurants, or anywhere else in Downtown Berkeley and be automatically entered to win an iPad mini.

According to John Caner, CEO of the Downtown Berkeley Association, "Downtown Berkeley is under going an extraordinary renaissance with the addition of new cultural venues, dozens of exciting restaurant, plenty of other entertainment options, as well as thousands of new housing units. We decided **Meet Me Downtown Day** is a wonderful opportunity to throw open our doors. We invite Berkeleyans, folks from the East Bay, and entire Bay Area to check us out and see all the amazing things we have to offer within a couple blocks of the Downtown Berkeley BART station and next door to the UC Berkeley campus."

Meet Me Downtown Day is part of a marketing program that was started in December 2015, with colorful banners adorning Downtown Berkeley that feature its unique mix of Theatre, Live Music, Concerts, Art & Film, Food & Drink, and Work & Play. **Meet Me Downtown** got its start with BAMPFA moving to Downtown, but quickly morphed into a broader message, inviting everyone to come downtown with friends and family and enjoy the heart of their unique city.

About the UC Berkeley Art Museum and Pacific Film Archive (BAMPFA)

Internationally recognized for its art and film programming, the UC Berkeley Art Museum and Pacific Film Archive (BAMPFA) is a platform for cultural experiences that transform individuals, engage communities, and advance the local, national, and global discourse on art and film. Founded in 1963, BAMPFA is UC Berkeley's primary visual arts venue with screenings of some four hundred and fifty films and presentations of up to twenty exhibitions annually. BAMPFA's mission is to inspire the imagination and ignite critical dialogue through art and film.

BAMPFA's collection of over 19,000 works of art dates from 3000 BCE to the present day and includes important holdings of Neolithic Chinese ceramics, Ming and Qing Dynasty Chinese painting, Old Master works on paper, Italian Baroque painting, early American painting, Abstract Expressionist painting, contemporary photography, and Conceptual art. The collection also includes over 17,500 films and videos, including the largest collection of Japanese cinema outside of Japan, impressive holdings of Soviet cinema, West Coast avant-garde film, seminal video art, as well as hundreds of thousands of articles, reviews, posters, and other ephemera related to the history of film—many of which are digitally scanned and accessible online. bampfa.org.

About Berkeley Repertory Theatre

Berkeley Repertory Theatre has grown from a storefront stage to an international leader in innovative theatre. Known for its core values of imagination and excellence, as well as its educated and adventurous audience, the nonprofit has provided a welcoming home for emerging and established artists since 1968. In four decades, four million people have enjoyed nearly 400 shows at Berkeley Rep. These shows have gone on to win five Tony Awards, seven Obie Awards, nine Drama Desk Awards, one Grammy Award, and many other honors. In recognition of its place on the national stage, Berkeley Rep received the Tony Award for Outstanding Regional Theatre in 1997. Its bustling facilities – which include the 400-seat Peet's Theatre, the 600-seat Roda Theatre, the Berkeley Rep School of Theatre, the Osher Studio, and a spacious campus in West Berkeley – are helping revitalize a renowned city. Learn more at berkeleyrep.org

About The UC Theatre

The UC Theatre Taube Family Music Hall at the is a new live music venue opening in the spring of 2016, with announcement of first shows and tickets sales in January 2016. The UC Theatre is a 1,400 capacity, general admission, multi-tiered, all-ages music venue with a state-of-the-art Meyer Leopard sound system and a full service bar and restaurant. This new live music venue will present an exciting range of local and national artists and bands.

As a community minded nonprofit organization, the Berkeley Music Group (BMG) will operate this state of the art music venue with an experienced professional staff while educating and training youth through the concert career pathways programs. BMG is also committed to building a collaborative network of community partnerships with existing education, performing arts, health, and youth development nonprofits to assist with their fundraising and outreach through events at The UC Theatre. For more information, to join the email list, and to hear about upcoming shows, please go to www.theuctheatre.org

About Freight & Salvage

The Freight & Salvage is a nonprofit community-based arts organization that promotes awareness of traditional music—music that is rooted in and expressive of the great variety of regional, ethnic, and social cultures of peoples throughout the world. The Freight presents well over 300 concerts annually and is well known as one of the best venues for traditional, roots and Americana music in the country. The Freight is also a place to learn how to play an instrument, jam with others, bring your kids, connect with old friends or make new ones. Over 90,000 people came through the Freight's doors in 2015.

About Visit Berkeley

Visit Berkeley is the destination marketing organization for Berkeley, Calif. with the mission to cultivate and promote Berkeley as a desirable destination for meetings, conventions, tour groups, leisure travelers and film production. For more information see <http://visitberkeley.com/>.

About Downtown Berkeley Association

Downtown Berkeley Association is a nonprofit membership organization and the Owner's Association for Downtown Berkeley's Property-Based Business Improvement District (PBID), representing 187 property owners and approximately 680 of their merchant and business tenants in a 24-block area of Downtown Berkeley. Visit downtownberkeley.com for more information, or follow us on [Twitter](#) and [Facebook](#).

About Downtown Berkeley YMCA

The Downtown Berkeley YMCA is one of the first non-profit organizations to set its roots in the Downtown Berkeley area, starting in 1903. The Y has historic charm (still keeping the original 1910 pool in addition to two other pools) and now has the modern and state-of-the-art updates you see in any health and fitness facility. The Y is known for being a great place to work out however, it also houses programs for youth and teens which makes it one of the biggest social service organizations and charities in Berkeley. Whether its teaching kids to play basketball and swim or taking a great Zumba class, the Downtown Berkeley YMCA is the place to be. Go to dtby.org for more information.

About California Jazz Conservatory

Founded in 1997 as the Jazzschool, the newly rebranded nonprofit California Jazz Conservatory is now the only independent accredited music conservatory in the country devoted to the study and performance of jazz and related styles of music. The California Jazz Conservatory comprises two distinct education programs: the California Jazz Conservatory, a 4-year degree-granting program offering a Bachelor of Music in Jazz Studies; and the Jazzschool Community Music School, a non-degree-granting community education program offering instrumentalists and vocalists of all ages and levels a broad spectrum of classes and short-term workshops. A year-round weekend concert series features an exciting array of visiting artists, resident faculty and students alike. To accommodate a fast-growing student body, the California Jazz Conservatory is expanding its Downtown Berkeley Arts District campus. This fall the institution will open an additional facility directly across the street, housing an intimate performance space, classrooms, practice rooms, offices and a café. For more information about the California Jazz Conservatory, visit www.cjc.edu— or better yet, just stop by!

What to do!

| | |
|---|---|
| <p>Berkeley Art Museum & Pacific Film Archive 2055 Center Street</p> | <p>12Noon to 5pm: ½ off admission to gallery</p> <p>Every Half Hour: Short Film demonstration on outdoor screen showing <i>A Trip Down Market Street</i>, <i>Free Radicals</i>, and <i>Rudimentary Moves</i></p> |
| <p>The UC Theatre 2036 University Avenue</p> | <p>12Noon to 5pm: Lobby open for snacks, beverage tastings, and raffles</p> <p>1pm: Meyer Sound Demonstration</p> <p>1pm: Guided tour and stage selfie</p> <p>3pm: Meyer Sound Demonstration</p> |
| <p>Freight & Salvage 2020 Addison Street</p> | <p>12Noon to 1pm: Hiram Bell's ukulele student recital from 12pm to 1pm</p> <p>1pm to 4pm: Bluegrass Jam in the lobby from 1pm to 4pm</p> <p>1pm to 2:30pm: Old time harmony singing workshop in the showroom from 1pm to 2:30pm</p> |
| <p>Berkeley Repertory Theatre 2071 Addison Street</p> | <p>1pm to 3pm: Free sample workshops for all ages in the School of Theatre</p> <p>2pm to 4pm: 2016 Teen one-Acts Festival</p> |
| <p>California Jazz Conservatory 2087 Addison Street</p> | <p>2pm to 3:30pm: Jazz Trio Concert</p> |
| <p>YMCA Downtown Berkeley 2001 Allston Way</p> | <p>12Noon to 5pm: Free use of pool and gym</p> <p>12Noon to 1:15pm: Special Vinyasa Yoga, all experience level class</p> <p>2pm to 3:45pm: Special Yoga I/II level class</p> |

Restaurant Specials

| | |
|---|---|
| Almare Gelato 2170 Shattuck Ave | Buy 2 of any size gelato and get a kid size free |
| Bobby G's Pizzeria 2072 University Ave | 10% off all food orders |
| Comal 2020 Shattuck Ave | \$1 off margaritas |
| Endless Summer Sweets 2020 Shattuck Ave | Buy a funnel cake and get a small bag of any flavor popcorn free |
| Eureka! 2068 Center St | Complimentary Truffle Cheese Fries with purchase of a beer flight |
| FIVE 2086 Allston Way | Local brew beer flight with Asian meatballs for \$15 |
| Gather 2020 Oxford St | Brunch: Complimentary side of bacon OR potatoes with purchase of Bloody Mary Dinner: Free draft beer or tap win with purchase of any two small plates OR Order 2 cocktails and get 2 snacks on Gather. |
| Jupiter 2181 Shattuck Ave | Free 4oz taster with every purchase of full pint |
| Paris Baguette 2150 Shattuck Ave | 1pm – 3pm: Buy 1 pastry, get one free |
| Phil's Sliders 2024 Shattuck Ave | 10% off |
| PiQ 91 Shattuck Ave | 7am – 12pm: Free plain mini cornetto w/ purchase of latte All Day: 10% off 11 inch Italian pizza |
| Revival Bar + Kitchen 2102 Shattuck Ave | Crossroads Daiquiri featuring Smith + Cross rum for \$8 |
| Sandwich Spot 2106 Shattuck Ave | Free salad bar all day |
| Spats 1974 Shattuck Ave | Free side of their famous tater tots |
| Triple Rock Brewery 1920 Shattuck Ave | \$2 off your first pint |
| Tupper & Reed 2271 Shattuck Ave | \$8 Cucumber gimlets (\$2 off) AND \$3 Anchor Steam Porters |
| Venus Restaurant 2327 Shattuck Ave | Brunch: ½ off agua fresca with purchase of entree Dinner: Complimentary dessert with purchase of 2 entrees |

