

FOR IMMEDIATE RELEASE
July 12, 2012

Press Contact: Shifra de Benedictis-Kessner
Office: 510-549-2230 x10
shifra@downtownberkeley.com



Downtown Berkeley Association Inaugurates New “Musician's Corner” in BART Plaza

A new community performance space for acoustic music in BART Plaza continues the transformation/revitalization of Downtown Berkeley

(Berkeley, CA) - On Friday, July 13, 2012, The Downtown Berkeley Association is inaugurating the Downtown Berkeley Musician's Corner, a community performance area for acoustic music in BART Plaza. The Musician's Corner will showcase the rich and diverse musical cultures in Berkeley with performances by both established and emerging local musicians in the heart of Downtown Berkeley. A space dedicated to enhancing the vitality and welcoming environment in Downtown Berkeley, the Musician's Corner will engage the community and reinforce the role of the plaza as important public space serving the surrounding residential, retail and office communities. Many of the daily 11,000 BART riders and Downtown pedestrians will enjoy this cultural gathering spot with performances by both established and emerging local musicians, and linger and explore the surrounding shops, restaurants and award-winning cultural venues.

The DBA invites all musicians to [sign up at the online Musician's Corner registration site](#) or in-person at the Welcome Kiosk in BART Plaza for a time slot ranging from 1 to 2 hours. The DBA does not compensate performers, but they are free to “pass the hat” for donations, subject to City regulations.

The Musician's Corner is sponsored by the Downtown Berkeley Association, a nonprofit membership organization and the Owner's Association for the new Property-Based Business Improvement District (PBID), and is part of the new Downtown Berkeley “Taste, Create, Experience – it starts here” marketing campaign.



Jazzschool students Colin McCuen and Rikki Gibson perform at the new Downtown Berkeley Musician's Corner

More Musician's Corner photographs can be found on the Downtown Berkeley [Flickr site](#).

##