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BERKELEY PARTNERS TO LAUNCH “MEET ME DOWNTOWN” CAMPAIGN

Multi-Venue “Meet Me Downtown Day” Set for Sunday, March 20

(Berkeley, CA) — Next week six Berkeley partners are launching a colorful and creative ***Meet Me Downtown*** marketing campaign, showcasing new and current cultural and entertainment venues, as well as an abundance of restaurants, shops, bar, studios, etc. in Downtown Berkeley. The campaign is timed to highlight the reopening of the Berkeley Rep’s Thrust Stage on January 9, the new UC Berkeley Art Museum and Pacific Film Archive (BAMPFA) on January 31, and the new UC Theatre Taube Family Music Hall in mid February, and also features the storied Freight & Salvage, soon to be celebrating 50 years of great music. Visit Berkeley and the Downtown Berkeley Association are additional partners promoting in this groundbreaking initiative promoting some of the best venues Berkeley has to offer.

According to John Caner, CEO of Downtown Berkeley Association, “With ***Meet Me Downtown***, we are inviting folks from all over the Bay Area to come enjoy the Berkeley experience. Start your visit with a yoga workout, then visit our amazing new museum, followed by dinner at one of our renowned eateries, catch a show or concert at one of many venues in our world class arts district, and then cap it off with a drink and dessert

at one of our hip new bars. And all within a couple block radius of the Downtown Berkeley BART station.”

The ***Meet Me Downtown*** campaign starts December 9 with the installation of 85 colorful double banners throughout the Downtown featuring the partners and other venues. The banners will be followed by online, bus and BART ads, and the campaign culminates with ***Meet Me Downtown Day*** in March. The campaign will also include a new Downtown Berkeley website and social media initiatives inviting folks to ***Meet Me Downtown***, and will include a media kit for other Downtown merchants and nonprofits to leverage the campaign for their businesses also. Steven Donaldson of Berkeley-based Radiant Brands has led the design team and worked closely with all six partners in crafting the message and design of the ***Meet Me Downtown*** campaign.

On ***Meet Me Downtown Day***, Sunday, March 20, 2016, from 11am to 5pm the partners and other Downtown venues will offer a kaleidoscope of cultural and entertainment programming for everyone’s enjoyment, open for free or significantly reduced admission. Berkeleyans and visitors of all ages can spend the day in Downtown Berkeley checking out the spectacular new BAMPFA museum, enjoying a variety of short performances and activities at The UC Theatre, Berkeley Rep and Freight, stopping by other soon-to-be announced partner venues, and staying to share a drink and/or dinner afterwards.

“We are thrilled to be joining the vibrant community of cultural organizations, educational institutions, and businesses in Downtown Berkeley,” says BAMPFA Director Lawrence Rinder. “Downtown Berkeley is already such a wonderful destination, and with BAMPFA’s grand opening, a newly renovated stage at Berkeley Rep, and the launch of the new UC Theater, this unique cultural landscape will be even more comprehensive and exciting. The ***Meet Me Downtown*** campaign does a great job of capturing the diversity and dynamism that Downtown Berkeley has to offer.”

Berkeley Rep Managing Director Susie Medak adds, “With the long-awaited arrival of BAMPFA downtown, we now have critical mass for all arts, culture, and entertainment

possibilities. There is no day or evening when you won't find something incredible happening in Downtown Berkeley."

David M. Mayeri, President of the Berkeley Music Group, the organization behind the renovation of The UC Theatre, says, "We are very excited and grateful to have the transformation of The UC Theatre into a new 1,400 capacity music venue in Downtown Berkeley entering the final phase of completion. We look forward to joining the Berkeley Repertory Theatre, The Freight & Salvage, Berkeley Art Museum and Pacific Film Archive, and many other established music venues in the Downtown Berkeley Arts District. We are proud to be a part of a revitalized downtown, bringing jobs, live music, and innovative career development programs to Berkeley."

According to Sharon Dolan, Executive Director of The Freight and Salvage, "We are so fortunate here in Berkeley to have this rich diversity of arts offerings right downtown. There really is something for everyone."

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.

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 Thrust Stage, the 600-seat Roda Theatre, the Berkeley Rep School of Theatre, the Osher Studio, and a spacious new campus in West Berkeley – are helping revitalize a renowned city. Learn more at berkeleyrep.org

About The UC Theatre

The Taube Family Music Hall at the UC Theatre 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 will be 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 our 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 them with their fundraising and outreach through events at The UC Theatre. For more information and to join our email list to hear about upcoming shows, please go to

www.theucetheatre.org

About The 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 the 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 RadiantBrands

RadiantBrands is a Berkeley-based creative agency specializing in place branding and brand marketing, working with nonprofits and companies ranging from startups to Fortune 500 companies.

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MEET ME DOWNTOWN

CONCERTS



THEATRE



MUSIC



ART & FILM



FOOD & DRINK



WORK & PLAY



*A vibrant mix of culture, food, arts, and ideas
where inspiration thrives*

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