



FOR IMMEDIATE RELEASE

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FEBRUARY IS PIZZA LOVERS MONTH IN DOWNTOWN BERKELEY **First of its kind Pizza Lovers Crawl showcasing Downtown Pizza Venues** **Kickoff Press Event, Wed Jan 24, 1pm, Lucia's, 2016 Shattuck Ave**

(Berkeley, CA) – February 2018 is Pizza LOVERS month in Downtown Berkeley! For the entire month of February, the DBA will be celebrating the over one dozen amazing establishments offering pizza just in Downtown Berkeley! To get things started, the DBA will be hosting a press only kickoff press event, wed Jan 24, 1pm, Lucia's, 2016 Shattuck Ave.!

The East Bay has long been globally recognized for our incredible food culture and pizza has been an important staple on many Downtown Berkeley menus, as well as a tasty creative outlet for local chefs. Whether you want a simple cheese slice on the go or you're sitting down with friends to a gourmet vegan pie that celebrates the bounty of the season, there's a slice out there for everyone!

According to DBA CEO John Caner, *"We are super excited to celebrate our Downtown Berkeley pizza culture all February long. I'm hungry just thinking about it!"*

PIZZA LOVERS CRAWL FEB 1 – 28th

For the entire month of February, the DBA is inviting Bay Area residents to come sample the delicious offerings of some of the over a one dozen pizzerias in Downtown Berkeley by hosting the first ever month long Downtown Berkeley **Pizza LOVERS Crawl!** #downtownberkeleypizzacrawl2018 #downtownberkeleypizzamonth2018 #pizzaloversberkeley #downtownberkeleyrocks

Try local pizza from all the participating establishments in Downtown Berkeley and collect punches on your Pizza Lover Cards for each purchase to be entered for a chance to win cool prizes from Downtown Berkeley merchants!

- **1 card punch** for your purchase of a slice or a whole pie
- **2 card punches** if your order includes a drink

Get an extra card punch if you're wearing something with pizza on it at the time of your purchase!

Get **16 verified punches** or the maximum of **24 verified punches** to be entered in the raffle for a chance to win a **'A Night Out In Downtown Berkeley'** prize packages including tickets to downtown venues and gift certificates from local merchants! Also keep an eye on downtown Berkeley by checking our Facebook and Instagram accounts for other surprise contests throughout the month!

PIZZA LOVERS CRAWL PIZZERIAS INCLUDE

Arnell Pizza / Barbarians Pizza / Bobby G's Pizzeria / Gather / Gio's Pizza and Bocce / Jupiter/ Lucia's / PiQ
Red Tomato Pizza House /

PRESS EVENT JANUARY 24TH 1pm

The Downtown Berkeley Association is hosting a PRESS ONLY PHOTO EVENT January 24th 1pm at Lucia's Pizzeria located at 2016 Shattuck Avenue in Downtown Berkeley. **DBA CEO John Caner** will be joined by **Mayor Jesse Arreguin, Councilmember Kate Harrison**, and others in celebrating the City of Berkeley's Pizza Proclamation as

well as kicking off the Downtown Berkeley Pizza LOVERS Crawl! Pizza samples from participating Downtown Berkeley pizzerias will be on hand to try. **All Press Please RSVP.**

PIZZA PROCLAMATION JANUARY 30th

Councilmember Kate Harrison will be declaring February 2018 as Pizza Lovers Month at the January 30th meeting of the Berkeley City Council.

According to Councilmember Kate Harrison, *"This is a fun part of the job and a way to celebrate our diverse and vibrant community!"*

The Downtown Berkeley Association is an independent nonprofit organization, funded by Downtown property owners, and focused on creating a welcoming, vibrant and prosperous City Center.

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