



FOR IMMEDIATE RELEASE

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**[Downtown Berkeley Launches Bay Area-wide *Walk To What's Next* Marketing Campaign](#)
[Campaign Launch Party, 4-8pm, Friday April 12, Downtown Berkeley BART Plaza](#)**

(Berkeley, CA) – The Downtown Berkeley Association (DBA) on Friday April 12 will launch its innovative new marketing campaign: **Walk To What's Next** (W2WN) Downtown Berkeley - Your Place to Explore. The **W2WN** (#W2WNNext) campaign celebrates the incredible diversity and easy walkability of the Downtown Berkeley district with a launch party on the newly refurbished Downtown Berkeley BART Plaza **Friday, April 12th, 2019 4pm – 8pm** featuring music, comedy, a Berkeley themed trivia game and a first of its kind robot “dance” featuring the delivery robots from Kiwibot!

Within a five block radius from the Downtown Berkeley BART Station, and the new Center Street Garage, Downtown Berkeley has one of the most diverse collection of restaurants, bars, arts, theatre and live music venues available in an urban district of its size. With a near perfect walkability score of 96 (awarded by WalkScore.com) it's no wonder that leveraging these two characteristics was the perfect strategy to highlight in a marketing campaign targeting the entire Bay Area.

According to DBA CEO John Caner, “This ambitious campaign celebrates the unique density and variety of Downtown Berkeley, and invites the nine-county bay area to come experience what makes Downtown Berkeley so special. Today people of all ages want to experience a rich urban pedestrian environment. For visitors, our new BART Plaza and Center Street garage are amazing stepping off point for a rich urban experience.”

The **W2WN** marketing campaign features a colorful new campaign logo and playful mash-ups of all the amazing things to do in Downtown Berkeley. The campaign will featured street banners hung throughout the Downtown, advertising throughout the BART system, as well as online and print ads with numerous local Bay Area news outlets from San Jose to Marin County.

The **W2WN** campaign encourages visitors and residents to explore Downtown Berkeley via numerous fun experience driven promotions planned throughout the year such as the popular Walking Brunch Tour, Earth Day at the Brower Center and numerous events on the Downtown Plaza, Sunday Streets, and many more events updated daily on the downtownberkeley.com [calendar](#).

Downtown Berkeley has always been an experience driven district with an award-winning food and bar scene, top tier music venues showcasing almost every type of musical genre, a well-known theater and arts district, and several movie theatres! With the world renown University of California Berkeley right next door, the vibe is youthful and the cultural diversity keeps the energy of the district lively and vibrant.

[Kiwibot](#) is a robotic delivery start-up affiliated with the Skydeck program in Downtown Berkeley. Since its inception in 2017, Kiwibot has made over 30,000 robot deliveries, built over 150 robots, and is now serving college

communities in the top universities around the country. Kiwibot is planning a demonstration of their robotic technology during the launch party with a first of its kind robot “dance”.

The [W2WN launch party on April 12](#) will feature a massive free Berkeley themed trivia game hosted by trivia veterans; *A Couple of N3rds* and musical guests *Fanfare Zambeleta*, a 12 + piece Balkan band. Food and drinks will be available at plaza merchants Ike’s Sandwiches, Sliver Pizzeria, and Almare Gelato.

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.

