

## The Solano Avenue Association and Stroll

**510.527.5358**  
[SolanoStroll.org](http://SolanoStroll.org)

For Immediate release:

Please forward to all lists.

The Solano Avenue Association and Stroll:

Albany and Berkeley, California - USA



### **36th Annual Solano Avenue Stroll in Albany and Berkeley**

**2010 Theme: "A Global A-Faire"**

Event Date: Sunday – September 12, 2010 from 10am-6pm  
Where: Solano Avenue in Berkeley & Albany, California - USA  
Contact: **Allen Cain at 510.527.5358** / [info@SolanoStroll.org](mailto:info@SolanoStroll.org)

Expected attendance: 300,000

#### **26 blocks of free fun!**

Folks from around the entire Bay Area and beyond will assemble in Berkeley and Albany, Sunday, Sept. 12, 2010, for the 36th annual Solano Avenue Stroll, the East Bay's largest festival, one that guarantees 26 blocks of free fun!

The 2010 theme, "A Global A-Faire" honors the cultural diversity that is represented within the commercial district which boasts that it has the area's largest concentration of independently-owned businesses and is the "last stand" for mom and pop.

The merchants, restaurateurs and professionals of Solano Avenue and the cities of Berkeley and Albany have hosted the Solano Stroll since 1974. And they are anxious to welcome people back to the Bay Area's most famous mile-long block party, one so unique that it was recognized by the Library of Congress.

In addition to the incredible offerings of retailers and restaurants doing business on Solano year-round, hundreds of other vendors of all types will offer fairgoers a bountiful variety of international food, clothing, jewelry, toys, gift items and more.

"We'll have over five hundred vendors, including food stands with cuisine from Armenia to China, Italy to Vietnam, Mexican, Mediterranean, Mongolian, French, Indian, barbecue, vegan -- You name it, we'll have it there," Cain said. "Not to mention 75 exceptional entertainers representing the same great international diversity that is the

Bay Area.”

Just the dancers alone will light up the Avenue as they enchant crowds gathered to witness the Solano Stroll parade, which begins at 10 am - lines of dancers shimmering in the light of their spectacular costumes, pulsating to the rhythms and sounds of mambo and samba, salsa, meringue and much more...

There is everything under the sun at the Solano Stroll.

And this is a family event. A special area set aside just for kids will feature giant slides, carnival games, clowns, jugglers, stilt walkers, face painters, magicians, and maybe even wizards and elves -- Come and see for yourselves...

The Green Zone on the east side of Solano Avenue will offer tips about simple changes you can make at your home or business to reduce global warming, displays of green technology -- such as solar panels, tank-less water heaters -- composting techniques, and environmental experts ready to answer your questions about what you can do to check climate change.

And don't forget the arts-and-crafts show with juried work from 120 different creative people.

**Sponsorship opportunities are available in March** (participant registration is on April 16<sup>th</sup> - annually.)

Photos available upon request or download really great high resolution photos online at [www.SolanoStroll.org/press.htm](http://www.SolanoStroll.org/press.htm)

**The Solano Avenue Stroll is always the second Sunday in September**

**For Video clips, please visit "YouTube" and search "Solano Avenue Stroll"**

Calendar and Newsletter Editors:

**Solano Avenue Stroll and Parade, FREE** one mile-long street festival.

Sunday, September 12, 2010 - 10AM-6PM - Solano Avenue in Berkeley & Albany  
Parade at 10AM, 75 Entertainers / 50 Food Booths / 120 Arts and Crafters and 150 Local Non-Profits.

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