

The Solano Avenue Association and Stroll

510.527.5358
SolanoStroll.org

For Immediate release:

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The Solano Avenue Association and Stroll:

Albany and Berkeley, California - USA



37th Annual Solano Avenue Stroll in Albany and Berkeley

2011 Theme: “Unsung Heroes”

Event Date: **Sunday – September 11, 2011** from 10am-6pm
Where: Solano Avenue in Berkeley & Albany, California - USA
Contact: **Allen Cain at 510.527.5358** / info@SolanoStroll.org

Expected attendance: 250,000

26 blocks of free fun!

Folks from around the entire Bay Area and beyond will assemble in Berkeley and Albany, Sunday, Sept. 11, 2011, for the 37th annual Solano Avenue Stroll, the East Bay’s largest festival, one that guarantees 26 blocks of free fun!

The 2011 theme, "Unsung Heroes" honors those who play a heroic role in our everyday lives. Heroes include (but are certainly not limited to) not only first responders, but teachers, librarians, your coach – anyone and everyone who you consider a hero in your everyday life! This year’s fun includes a special prize to the Fire Department that enters our parade from the furthest jurisdiction away! Maybe we can talk the FDNY into sending us a truck!

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 back in 2002.

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 50 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.

The Solano Avenue Stroll boasts that it is an alcohol/tobacco free, family-friendly event. A special area set aside just for kids will feature an assortment of state of the art mechanical rides, a Ferris-wheel, carnival games, face painters, magic, 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. We also have the “stage door” with over a dozen local performance/theater groups, a pet’s area, as well as a school/youth resource area.

And don’t forget the arts-and-crafts show with juried work from 150 different creative people.

Sponsorship opportunities are available in March (participant registration is on April 16th - annually.)

Photos available upon request or download really great high resolution photos online at 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 11, 2011 - 10AM-6PM - Solano Avenue in Berkeley & Albany Parade at 10AM, 50 Entertainers / 50 Food Booths / 150 Arts and Crafters and 150 Local Non-Profits.

26 Blocks of free fun! 510.527.5358 / www.SolanoStroll.org