

The Solano Avenue Association and Solano Stroll

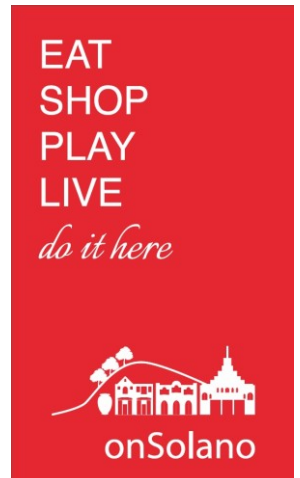
510.527.5358
SolanoStroll.org

For Immediate release:

Please forward to all lists.

The Solano Avenue Association and Stroll:

Albany and Berkeley, California - USA



43rd Annual Solano Avenue Stroll in Albany and Berkeley

A free, one mile-long, single-day street festival with 230,000 in attendance

The 2017 parade theme is **PINK**

Event Date: **September 10 2017 (Sunday)** from 10 am – **5 pm (NEW hours for 2017!)**

Where: Solano Avenue in Berkeley & Albany, California - USA

Contact: **Allen Cain at 510-527-5358** / info@SolanoStroll.org

Since 1974 Solano Avenue and the twin-cities of Albany and Berkeley CA, have hosted the Solano Avenue Stroll, the east bay's largest street festival! The Solano Avenue Association invites you to come and see what makes Solano Avenue such a wonderful place. We feature over five hundred vendors including entertainers, food booths, government and non-profit agencies, hand-crafters and more!

** Let us not forget the incredible offerings that call Solano Avenue home year-round.

Highlights include:

- An alcohol/tobacco free, family-friendly – youth focused event
- An animal care and companionship area
- Over 150 hand-crafters concentrated in a “juried” artist’s district
- The Green Zone features green living, building, and environmental care
- The Stage Door features two dozen local performance/theater groups
- The Edge, a tween area with thrilling mechanical rides, carnival games and more!
- School/youth resource section(s) / 75 schools for you to compare “under one roof”

A full line-up with performance times and more can be found at SolanoStroll.com

New for 2017:

- The **parade Grand Marshal** is Gail Drulis serving the Albany YMCA since 1982
- We are ending the event at 5 pm (versus six) creating a safer two hour break-down window and reducing organizational overtime; we are updating other safety protocols as well
- **The Solano Avenue Stroll is always the second Sunday in September...**
an expanded / detailed release is also available by email / of course we are willing to chat -
- **SolanoStroll.com** (not .org) will take [you] to the **event line-up** which now includes a **detailed entertainment guide**

Editors

Solano Avenue Stroll and Parade, FREE one mile-long street festival.
Sunday, September 10, 2017 10 am-5 pm; Solano Avenue in Berkeley & Albany.
Parade at 10 am, 50 entertainers; 50 food Booths; 200 government and non-profit agencies and 150 Hand-Crafters.
26 Blocks of free fun! 510-527-5358 / www.SolanoStroll.org
(48 words)

Public Transportation

It is recommended you take Bay Area Rapid transit to the North Berkeley BART station (Berkeley) where there is a free shuttle to Solano Avenue. The El Cerrito Plaza station (El Cerrito) is within walking distance as well. AC transit 7; 18 and all 72 lines will bring you to Solano Avenue or near-by it. Busses that normally travel Solano Avenue will be re-routed from 7A/7P.

Solano Stroll Free Shuttle

The Solano Avenue Stroll Shuttles run from the north Berkeley BART station (Berkeley) where it travels on Marin Avenue and back. Shuttles run from 7A/7P and stop on Marin at intersections with traffic signals.

Parking

The event is surrounded by residential properties. There are no public parking lots or facilities. Bicycle "valet" parking is available, as well as dedicated "accessible" parking area (at Solano Avenue and The Alameda).

Traffic and Closures

Solano Avenue and all streets within one block of it will be closed to all traffic from 7A/7P. Alternate routes to Solano Avenue include "Marin" Avenue to the south and "Washington" to the north. A vast area of Colusa from San Leandro; Tacoma; Capistrano and Catalina streets will be blocked for bus re-routes on "The Alameda".

****Why Solano Avenue?**

Solano Avenue is a local treasure with the charm of a small town and an unmatched array of restaurants and retail establishments – including professional and personal services.

Where else can you find a larger collection of independently-owned "mom and pop" enterprises?
Where else can you find such a dynamic range of services and get so many things done in one area?
Where else can you find a more culturally rich group of businesses with owners from all over the map?

Nowhere... It's on Solano.

Before you rush-off to the mall, think of Solano first. We may not have the glitz of your local shopping center, but we have the lasting spirit of independently owned business and that counts for double. Eat Shop Play Live – do it here, on Solano.

(V1.0 - 08/2017)