

**MEDIA ADVISORY**  
**May 8, 2014**

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***A storied past, a new beginning:***  
**GRAND OPENING OF WEST OAKLAND'S HISTORIC CALIFORNIA HOTEL**

**What** Grand Opening celebration of the historic California Hotel. This West Oakland landmark once welcomed jazz greats; now, it will provide 137 newly renovated, safe, healthy and affordable homes for West Oakland residents.

**When** Thursday, May 15, 2014, 3:00 – 5:00 pm  
Entertainment, self-guided building tours and resident art exhibition begin at 3:00 pm.  
Presentations and awards will start at 3:40 pm.

**Where** 3501 San Pablo Avenue, Oakland, CA 94608

**Who** Speakers will include:

- Oakland District 3 Councilmember Lynette Gibson McElhaney
- Joshua Simon, Executive Director, East Bay Asian Local Development Corporation (EBALDC)
- Rich Gross of Enterprise Community Investment
- Residents of the California Hotel

Awards will be presented to Anne Omura of the Eviction Defense Center, and Douglas Lee of the Oakland Housing Authority

**Why** The California Hotel is a prime example of EBALDC's work to create healthy neighborhoods. Residents have access to on-site health care and supportive services, as well as a large organic vegetable garden. Ground-floor retail space is geared towards small businesses. As Oakland experiences a new wave of development and as housing prices rise, EBALDC is committed to maintaining this important part of West Oakland as affordable, safe and healthy housing for neighborhood residents.

**Visuals** Jazz performance, residents of all ages and races, historic architectural features, large vegetable garden with chickens

**Web** East Bay Asian Local Development Corporation: [www.ebaldc.org](http://www.ebaldc.org)

**East Bay Asian Local Development Corporation (EBALDC) is a nonprofit community development organization that builds healthy, vibrant and safe neighborhoods in Oakland and the greater East**

**Bay.** We develop and manage high quality affordable apartments and homes, retail spaces for local small businesses and community centers, while fostering increased economic opportunities for low-income families and individuals. These comprehensive programs help families and individuals begin a path toward financial security and access the resources they need to lead healthy, stable and fulfilling lives.

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