MEDIA ADVISORY
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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

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 financially security and access the resources they need to lead healthy, stable and fulfilling lives.

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