



NEWS FROM:

Marketing Division, Office of the City Administrator

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City of Oakland Launches New Campaign to Lure Shoppers

Local celebrities take the runway to kick-off year-round Shop Oakland Campaign

OAKLAND, Calif. (November 21, 2005) – The official start of the 2005 holiday shopping season was proclaimed on November 17, as Oakland celebrities and City officials took to the runway to model apparel from local merchants to underscore the wide variety of shopping opportunities throughout Oakland’s 40 shopping destinations. In addition to the celebrity fashion show, event attendees were treated to a preview of the newly expanded, year-round Shop Oakland campaign. Held at The Uptown Nightclub, downtown Oakland’s newest nightclub, the preview event drew scores of Oakland merchants, business leaders, developers and patrons.

Oakland luminaries who worked the runway included national recording artist LaToya London; D’Wayne Wiggins of Tony! Toni! Toné! fame; Yancey Richardson, a finalist on “The Biz,” a Warner Music Group web-based reality show; Oakland City Councilmember Pat Kernighan; Deputy City Administrator Niccolo DeLuca; Oakland Chinatown Chamber of Commerce Executive Director Jennie Ong; and Port Commissioner Darlene Ayers-Johnson. Clothing for the event was provided by Oakland retailers including Madison Too, Spaccio Italian Menswear, Doan’s Tailor, Hula, La Rouge and New Fangles.

The campaign’s new “Shop The World At Home” theme reflects the wide variety of unique gifts and 40 diverse shopping areas that can be found in Oakland – the most culturally and ethnically diverse city in America. Shopping in Oakland also offers the benefit of festive, pedestrian-friendly streetscape shopping, easy parking and the uniqueness of locally owned shops and boutiques.

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“Oakland is the only Bay Area shopping destination that guarantees you will find an ideal, one-of-a kind gift made locally or imported from virtually any corner of the world,” said Samee Roberts, the City’s marketing director. “Add the convenience of easy parking and pleasure of not having to go near a shopping mall and you have the best of all worlds for holiday shopping.”

The Shop Oakland campaign is also designed to encourage Oakland residents to spend their holiday and year-round gift buying dollars in Oakland and promote Oakland as a regional shopping destination. For the first time, the 2005 campaign will use multiple communication channels to carry the “Shop The World At Home” message. Elements of the campaign include a new searchable retail database of shopping areas, gifts and products on the all-new expanded ShopOakland.com website; television spots in English, Spanish, Vietnamese and Cantonese; colorful new Shop Oakland shopping bags available to shoppers through local merchants; transit ads on bus shelters, bus benches and bus sides; and co-operative display advertisements in several local newspapers.

The City has also worked with Oakland’s six business improvement districts (BID) to enhance holiday events, lighting and décor. Rockridge will be dressed for the Holidays with festive lights decorating the street trees throughout the district. Rockridge merchants will also extend shopping hours on December 3, 10, and 17. In the Laurel district, holiday wreaths will adorn the decorative light poles along MacArthur Boulevard between High Street and 35th Avenue. Merchants in the Fruitvale district will create festive lighting displays in their shop windows. New Holiday street banners along International Boulevard will add to the season’s merry mood. Similarly, new Holiday street banners and merchant window lighting displays will appear along Telegraph Avenue from 45th to 51st streets in the Temescal district. The 1st Annual Temescal Holiday Open House will be held on December 1, from 5:00 to 8:00 p.m. with holiday music and activities, delicious treats and a special appearance by Santa Claus and his merry elves. The Lakeshore BID has spruced up the Necklace of Lights that graces the shopping district and will add cheery holiday banners to further dress up the area. Finally, the Montclair district will be all

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decked out with street banners and merchant window lighting displays for the Montclair Village Holiday Stroll on December 1, from 6:00 to 9:00 p.m. Fun activities will include holiday entertainment and caroling, a motorized cable car, refreshments, horse-drawn carriage rides, Santa Claus and more.

Shoppers will be able to enjoy up to eight hours of free parking on Saturdays between Thanksgiving and New Year's Day. The four City-owned garages participating include Franklin Street Garage, 1719 Franklin Street; Montclair Parking Garage, 6235 LaSalle Avenue; Frank G. Mar Garage, 12th & Harrison Streets; and Clay Street Garage, 14th & Clay Streets.

The Shop Oakland campaign is coordinated by the City's Cultural Arts & Marketing Division in conjunction with the Oakland Merchants Leadership Forum. For a complete listing of shopping destinations, gift ideas and holiday events, visit www.ShopOakland.com.

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