

Epic Arts Presents The Twelfth Annual
“How Berkeley Can You Be!?”
Grand Parade and Festival Sunday September 30th, 2007

For Immediate Release

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Media Alert

Who: Epic Arts Presents in partnership with The City of Berkeley, the Ecology Center, and ArtCar Fest

What: “The 12th Annual “How Berkeley Can You Be!?” Grand Parade & Festival

Where: Parade starts at California and University. Ends at Festival site – Civic Center Park, Downtown Berkeley

When: Sunday, September 30th, Parade 11am–1pm, Festival 12–5pm.

This year’s, “How Berkeley Can You Be!?” Parade and Festival is the twelfth annual celebration of the Spirit of Berkeley – self expression, activism, artistic flair, humor, politics, and community participation. This legendary, fun-filled day was recognized as one of the “Top Four Festivals in the United States” by Smithsonian magazine in 2007.

This free all-ages event opens with the Grand Parade; featuring the largest gathering of Art Cars in West, live bands, a coffee-powered pickup truck, community marching bands, circus performers, a unicycle basketball team, motorized muffins, taiko drums, a banana bicycle, capoeira, a magic carpet, and an enormous restored 1920s steam engine. The Parade ends at the Festival site, Civic Center Park in Downtown Berkeley, where an all-day celebration in the sun awaits. In addition to a mouthwatering international food court, beer garden, and kids' craft zone, this year's stage will feature an all-star Berkeley lineup including:

- **Lutsinga Musical Ensemble** (South Afrikan Reggae) www.lutsinga.com
- **Los Nadies** (Latin / Rock) myspace.com/losnadies
- **Talking Wood Ensemble** (Afro Fusion Balafon Music)
www.talkingwood.com
- **NorthSide Hill Band** (rockin favorites by young musicians ages 9–13)
- **DJ SpinCycle** (get up n' dance world grooves)

A highlight of this year's event is the official designation as the City's first-ever "Zero Waste Zone". This designation, based on a partnership between Epic Arts, the City, and the Ecology Center, demonstrates our commitment to providing a wildly fun event while generating zero landfill. Event organizers are working with "greening expert" Green Mary to ensure all waste is routed into recycling and compost. This will also help educate the public about the City's new Residential Composting Program.

Event Highlights:

- "How Berkeley Can You Be!?" involves over 600 participants and draws 15,000– 20,000 attendees annually
- "How Berkeley Can You Be!?" is the culminating event of ArtCar Fest, the largest gathering of Art Cars in the West
- ArtCar Fest, also produced by Epic Arts, kicks off with "Art Cars Under the Stars", a Gala fundraising party on Thursday September 27th at the Lawrence Hall of Science.
- Voted one of Top Four Festivals in the United States by Smithsonian Magazine
- Berkeley's debut "Zero Waste Zone" event

Event Website: www.howberkeleycanyoub.com

General Event Info: (510) 644-2204 ext 12.

Limited sponsorship opportunities are available for both events. More details to follow, or contact new Epic Arts Media Director Greg Keidan with any questions.