

## For Immediate Release

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### Media Alert

**Who:** Epic Arts Presents in partnership with The University Avenue Association, The City of Berkeley, and ArtCar Fest

**What:** “The 13th 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 28th, Parade 11am–1pm, Festival 12–5pm.

This year’s “How Berkeley Can You Be!?” Parade and Festival is the thirteenth 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.

The free, all-ages event opens with the Grand Parade featuring the largest gathering of Art Cars in West, live bands, stiling chickens, magic carpets, motorized cupcakes, marching bands, samba dancers, capoeira arts, policies satire, art bikes, civic organizations and much more. 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 Sila & The Afrofunk Experience, twangy rock by The Steve Pile Band, jazz funk by The Wayward Monks, and EvilEye BellyDance back by popular demand.

### 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, now in its second year.
- Festival is 100% biodiesel and solar powered.

Event Website: [www.howberkeleycanyoub.com](http://www.howberkeleycanyoub.com)

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