



FOR IMMEDIATE RELEASE
Celebrate Events!

2010 Downtown Stockton Alliance Events and Promotions

STOCKTON, CA – With a host of weekly, monthly and seasonal events and promotions, 2010 is the time to celebrate in Downtown Stockton. The purpose of these celebrations is to stimulate the local economy, draw visitors to Downtown Stockton and support the Celebrate! Stockton Branding Initiative. The mission of the Downtown Stockton Alliance is to develop, promote and maintain historic Downtown Stockton as a regional business, cultural and entertainment destination.

2nd Fridays: Held on the 2nd Friday of the month, February-November

There's always something going on in downtown on 2nd Fridays, including free "behind the scenes" and historical tours, live entertainment, activities, promotions and discounts downtown-wide.

- **Celebrate Love:** February 12, 5 pm-9 pm

Couples can purchase a package to enjoy a romantic date featuring a harbor cruise on the Stockton Channel, complimentary photograph, dinner and romantic surprise upon check in. Upgrades to dine at Paragary's and to stay at the Lexington Plaza Waterfront Hotel are available. Historical tours and informational sessions are available to interested community members and investors.

- **Celebrate St. Patrick's Day:** See the listing below for *Saturday* March 13.

- **Celebrate Guy's Night Out:** April 9, 5 pm-9 pm



Guys enjoy beverage tasting, cigars and classic films on the roof of the Hotel Stockton (pending weather) or Bob Hope Theater. Participate in the Wii Golf tournament or casino-style games at locations throughout downtown. Feast on specials highlighting locally grown asparagus during the "Great Stockton Asparagus Dine Out." Historical tours and informational sessions are available.

- **Celebrate Ladies' Night Out:** May 14, 5 pm-9 pm

Ladies enjoy chick flicks at the Bob Hope Theater or purchase a package to enjoy pedicures and mini massages on the roof of the Hotel Stockton (pending weather). Receive half-off select bouquets and plants 5-6 pm at the Downtown Stockton Certified Farmers' Market and during the day, enjoy a chef demonstration and kids' activities at the Market at no charge. Historical tours and informational sessions are available.

- **2nd Fridays Art Walk:** June 11, July 9 and August 13

FREE! At the Farmers Market from 11 am to 9 pm, enjoy chef demonstrations and kids' activities during the day and a beer garden at night. Downtown will come to life from 5-9pm with an Art Walk featuring local live entertainment, beer garden, food and wine tasting, plays, poetry and street performers, artist receptions and presentations. Historical tours and informational sessions are available.

- **Knit-In:** September 10, 5-9 pm

Learn to knit and crochet with free lessons by local crafters. Or, bring your own needles and pick up a fresh pattern and locally-spun yarn! During the day, enjoy a chef demonstration and kids' knitting activities at the Market. Stitch and Bitch

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Packages including dinner, drinks, patterns, lessons and knitting supplies are available. Historical tours and informational sessions are also available.

- **Holiday Party Preview Day:** October 8, 5-9 pm
FREE - Let downtown cook and do the dishes! Get ready for your holiday party with colleagues or family. Tour special event spaces and banquet facilities, sample food from downtown restaurants, and collect catering menus. Discounts are available if you book your holiday party on this evening!
- **Celebrate Family:** November 12, 5-9 pm
Have a family date in downtown. Purchase \$50 or \$100 worth of gift certificates at a discounted rate that can be used in the month of November for family activities. Use your gift certificates at 2nd Fridays on November 12th and enjoy games, crafts and activities for the entire family at no additional charge. Historical tours and informational sessions are available.
- **Holiday Stroll and Boat Parade:** See listing below for *Saturday* December 4.

Thursday Night College Night: Thursdays, March, April, October, November, beginning at 7pm
With student ID, enjoy discounted drinks, appetizers, and live entertainment at venues in Downtown Stockton. Themed nights and raffle prizes will be announced each month. Designed by University of the Pacific interns, College Night defines downtown as a nightlife destination for students from Delta College, Stanislaus State University and University of the Pacific.

St. Patrick's Celebration and BASS Masters Tournament: March 13, 12 pm-midnight
The Bass Masters Tournament is a four day event in Weber Point Event Center, beginning Thursday the 11th through Sunday the 14th. On Saturday, the gates to Weber Point open at noon for BASS Masters festivities and Cabbage Bowling. At approximately 3 pm, 150 fishing teams begin weighing their catches and at 4 pm, local eating establishments compete in the Annual Steadiest Hands in Stockton wait staff relay. At 5 pm, registration for the St. Paddy's Pub CRAWL kicks off alongside the annual 5k Fun Run and Walk. Runners of age can enjoy a Guinness after the run and CRAWLers 21+ can enjoy over ten bars and restaurants on the Pub CRAWL with 350 other CRAWLERS.

Downtown Stockton Certified Farmers' Market: Fridays, May - October, 11 am - 6 pm
Until 9 pm on Second Fridays, June-August
DeCarli Square and Janet Leigh Plaza – New location and hours!
Since 1998, the Market has offered fresh, locally grown and organic produce, baked goods, as well as original, handmade arts and crafts. Lunch and dinner hours feature free music and cooking demonstrations and market-wide tastings take place throughout the season. The 2nd Fridays of each month feature a live cooking demonstration by regional chefs and activities for kids. The market was relocated from Hunter Square to DeCarli Square and Janet Leigh Plaza relieve the competition from Main Street merchants, to attract visitors to the center of the hospitality district, in preparation for courthouse construction and was extended into the evening to decrease unproductive loitering.

Downtown Stockton and Miracle Mile Pub CRAWLS

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St. Paddy's CRAWL, March 13, 5 pm – Midnight

Uno de Mayo CRAWL, May 1, 5 pm – Midnight

Costume CRAWL, October 30, 5 pm – Midnight

CRAWL for a Claus, December 4, 5 pm – Midnight

Crawlers start downtown and enjoy drinks, appetizers, live entertainment, sports events, fireworks, and safe trolley transportation. Over ten bars and restaurants participate on each CRAWL. Discounted Student and Designated Driver tickets are available, as well as reduced hotel stays. Look for over 750 Uno de Mayo CRAWLers on May 1.

Taste of San Joaquin and Way Out West BBQ Championship: July 3, 11 am - 10 pm

Located at Weber Point Events Center

The Third Annual Taste of San Joaquin features a wide variety of food at affordable prices, top flight local entertainment, Way Out West BBQ Competition—a “Food-Network-Style” barbecue cook off—and classic car show. Celebrate Independence Day Weekend on the downtown waterfront with over 10,000 attendees!

Stocktoberfest: October 9, 4 pm - 11 pm

Located at the Waterfront Warehouse

Modeled after a traditional German Oktoberfest, participants enjoy collectable glass beer steins, authentic German beer and food, a variety of games and competitions, and live entertainment ranging from polka to local rock.

Downtown Stockton Holiday Stroll: December 4, 5-9 pm

Celebrate Winter Holidays! Businesses throughout downtown offer Holiday specials and part of the proceeds will benefit a local charity. Also this evening, enjoy City of Stockton tree and candle lighting and Delta Reflections Annual Lighted Boat Parade at Weber Point and CRAWL for a Claus at various locations throughout downtown.

More information:

For more information about the Downtown Stockton Alliance and the Celebrations listed above, please visit downtownstockton.org or call 209.464.5246. For information in Spanish, call the Spanish Hotline at 209.888.8637. For daily updates on Downtown Stockton, find us on Twitter @D_townStockton, on Facebook under Downtown Stockton Alliance and at Myspace/DowntownStockton. A full directory of media resources including press releases, photos and videos are available here: www.downtownstockton.org/stockton_press.php.

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