



FOR IMMEDIATE RELEASE

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****PRESS RELEASE****

Sunday Streets Hits the Mission this Sunday

Sunday Streets most popular route is full of family fun and music



San Francisco—The San Francisco Municipal Transportation Agency (SFMTA), which manages all transportation in the city, today announced that the second Mission Sunday Streets event kicks-off this Sunday, July 28 on Valencia and 24th Streets in SF's Mission District. The 2.2-mile route (Valencia Street between Duboce Avenue and 24th Street between Valencia and Hampshire streets) is the most popular Sunday Streets route, attracting upwards of 75,000 participants.

“San Francisco’s Sunday Streets program – now in its fifth year – has grown exponentially, thanks to the many city agencies and staff, non-profit partners, financial sponsors and activity leaders whose collective contributions have created one of the most robust car-free streets programs in North America,” said Mayor Edwin M. Lee.



Sunday Streets are events that encourage recreation, community activities and fun in San Francisco. Sunday Streets closes stretches of city streets to automobile traffic, and opens them to people for several hours on various Sundays throughout the year, so participants can enjoy a large, temporary, public space where they can bike, walk, run, dance, do yoga, or do any other physical activity.

This Sunday’s event in the Mission is the fourth of nine scheduled Sunday Streets events occurring from March 10 to October 27 of this year. Each of the nine events runs along a two to five mile route in neighborhoods throughout San Francisco.

“Sunday Streets introduces residents and visitors alike to a new way to use our streets,” said Ed Reiskin, SFMTA Director of Transportation. “It gets people outdoors, encourages physical activity and gives people an opportunity to explore new neighborhoods and businesses in the city that they may not usually visit.”

Sunday Streets is presented by the SFMTA and Livable City, the program’s non-profit partner responsible for the day-to-day operations. The Mayor’s Office, Office of Economic and Workforce Development (OEWD), Mayor’s Office of Neighborhood Services, San Francisco Police Department, Department of Public Works (DPW), Department of Public Health, Recreation & Parks Department, and other city agencies provide leadership and resources to sustain this popular family friendly program.

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Edwin M. Lee, *Mayor*

Tom Nolan, *Chairman*

Cheryl Brinkman,
Vice-Chairman

Leona Bridges, *Director*

Malcolm Heinicke, *Director*

Jerry Lee, *Director*

Joél Ramos, *Director*

Cristina Rubke, *Director*

Edward D. Reiskin
Director of Transportation

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A range of non-profit partners and corporate sponsors provide essential support for Sunday Streets, including: the San Francisco Bicycle Coalition, YMCA of SF the California Outdoor Rollersports Association (CORA). Free bike rentals and repairs are provided by Parkwide LLC Bicycle Rentals, and sports retailers Mikes Bikes, REI and Sports Basement provide free bike tune-ups at every Sunday Streets.

In kind support also comes from the American Red Cross Bay Area Chapter, who provide emergency medical support. City CarShare provides free memberships. Major media support is provided by Clear Channel Radio, *The San Francisco Examiner* and the popular Johnny Funcheap blog.

Major funding for Sunday Streets is provided by: AT&T Bank of America, Bay Area Air Quality Management District, CrowdFlower, The Exploratorium, Good Eggs, Kaiser Permanente, Recology, The Seed Fund, Shape Up and the San Francisco Department of Public Health, San Francisco Federal Credit Union, San Francisco Museum of Modern Art, United Health Care Workers-SEIU, University of California, San Francisco.

Program Highlights

Valencia—Duboce Avenue to 15th Street

- CrossFit Alinea
- Earth Tribe Yoga classes at 1 p.m. and 3 p.m.
- Live music by Cyclub and SF Rock Project
- Free bike rentals provided by Parkwide, LLC
- ANTS Tennis
- Community, Social Justice and Environmental information tables

Valencia—15th Street to 17th Street

- *The Art Don't Stop* collaborative art making with Todd Berman
- Laughing Lotus Yoga- free yoga
- YogaKula photo booth
- Free water from Cornerstone Church
- Live music by Rusty Stringfield

Valencia—18th Street to 20th Street

- REI Climbing wall, campsite sweepstakes and photo booth
- Pet programs - information and services for our four-legged friends
- Mission Bicycle "*Build a Bike*" workshops and live music
- Live music by Picture Atlantic and Bluegrass All-Star Jam

Valencia—21st Street to 24th Street

- ABADA Capoeira 2:30 to 3:30 p.m.
- Integral Yoga Institute – yoga for cyclists, chair yoga, yoga for all
- Sunday Streets sponsor area
- Live music by Rin Tin Tiger

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24th Street—Valencia to Folsom

- Calle 24: Cuentos del Barrio walking tour of the Mission
- Little Artistas- art for kids
- Puddle Jumpers interactive activities for kids
- SF Bicycle Coalition’s ‘Freedom From Training Wheels’ bike course
- Radio Valencia live broadcast- variety programming all day

24th Street—Folsom to Harrison

- Free youth dental screening by UCSF
- Low Rider Car Show on Harrison between 24th and 25th
- B Boy Dance Connection dance lessons by Beto Mooncricket Lopez
- Free Bike repair by Mike’s Bikes at Harrison and 24th

24th Street—Harrison to Hampshire

- Live music
- YMCA kids’ activities
- SCRAP recycled art project

Sunday Streets 2013 Season Schedule August to October

- August 18: Tenderloin/Mid Market
- September 8: Western Addition
- September 29: Outer Mission/Excelsior
- October 27: **NEW** Richmond District

For more information about Sunday Streets, please visit www.SundayStreetsSF.com. To volunteer, please visit www.SundayStreetsSF/volunteer.com. For information on Muni routes and vehicle access, call 311 or go to www.sfgov.org/311.

Established by voter proposition in 1999, the SFMTA, a department of the City and County of San Francisco, oversees the Municipal Railway (Muni), parking and traffic, bicycling, walking and taxis. With five modes of transit, Muni has approximately 700,000 passenger boardings each day. Over 1 million people get around this city each day and rely on the SFMTA to ensure safe and reliable travel by transit, walking, bicycling, taxi and driving.

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