

**FOR IMMEDIATE RELEASE**

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Contact: Paul Rose

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paul.rose@sfmta.com****PRESS RELEASE******Sunday Streets Returns to the Tenderloin this Sunday**

San Francisco—The San Francisco Municipal Transportation Agency (SFMTA), which oversees all surface transportation in the city, today announced Sunday Streets' third event in the Tenderloin neighborhood on Sunday, August 18 from 11 a.m. to 4 p.m. Sunday Streets returns with an improved route and strong roster of program partners to make this a truly special day for the Tenderloin community. Sunday Streets' revised Tenderloin route, at just less than two miles in length, travels through the heart of the Tenderloin.

San Francisco's Tenderloin neighborhood is one of the most densely populated communities in the city and lacks adequate open space and safe places for people who live here—particularly families with small children—to recreate and relax.

Edwin M. Lee
Mayor

Tom Nolan
Chairman

Cheryl Brinkman
Vice-Chairman

Malcolm Heinicke
Director

Jerry Lee
Director

Joél Ramos
Director

Cristina Rubke
Director

Edward D. Reiskin
*Director of
Transportation*

“As the lead agency for Sunday Streets, the SFMTA is pleased to offer this program as a way to help residents and visitors get out and be more physically active and explore new areas of the city,” said Tom Nolan, Chairman of the Board of Directors.

Special features and programs include “A Great Day in the Tenderloin: GLIDE CELEBRATE50 at Sunday Streets”, which is part of a year-long celebration recognizing 50 years of public service by Janice Mirikitani and Cecil Williams of San Francisco's GLIDE. The GLIDE CELEBRATE50 event will run in conjunction with Sunday Streets from 11am to 4pm and will include the Change Band, street performers, a community photo shoot and a special presentation by San Francisco Mayor Ed Lee.

Programming and activities for the Tenderloin Sunday Streets feature lots of kid-friendly activities by Wu Yee Children's Services, Tenderloin Boys & Girls Club and the always-popular 'Freedom from Training Wheels' class presented by the SF Bicycle Coalition. As with all Sunday Streets events, free activities include free one-hour bike rentals to allow participants to cycle along the route, breakdance and Bollywood dance lessons, as well as classes in wellness arts and yoga.

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SF City Impact and RealitySF are bringing their Serve the City conference to Sunday Streets. As a part of a weekend of activities, hundreds of volunteers with Serve the City will provide services along the Sunday Streets route, including dental and medical checkups, children's activities, and more.

Participants are encouraged to discover the many historic treasures hidden along Tenderloin streets with a guided walking tour led by Del Seymour, and share their positive experience in the neighborhood with the innovative SF Postcard Project. Both programs are at Golden Gate between Leavenworth. Live music, performances and activities for all ages presented by the North Market/Tenderloin Community Benefit District will happen along car-free Tenderloin streets.

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, Mayor's Office of Neighborhood Services, San Francisco Police Department, Department of Public Works, Department of Public Health, Recreation & Parks Department, and other city agencies provide leadership and resources to sustain this popular family friendly program.

Major funding for Sunday Streets is provided by: AT&T, Bank of America, Bay Area Air Quality Management District, The Exploratorium, Kaiser Permanente, 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, and Zendesk—Sunday Streets' first Mid-Market tech company partner.

Tenderloin Sunday Streets Program Highlights:

- SF Public Library: Free bookmobile and Chronicle Books 25th anniversary (Larkin and Fulton)
- Sunday Streets main hub and sponsor area (Larkin and Fulton)
- Gardening workshops, chalk art, kid's games by Coalition on Homelessness (Larkin and McAllister)
- Bollywood dance by BollywoodFire Bhangara and Dholrhythms (Larkin between Eddy and Turk)
- Serve the City: SF City Impact services and information (throughout route)
- Ancient Wellness Yoga by Body Awakening (O'Farrell and Jones)
- Live Music by Shelby Foot Three, Gentlemen's Heroes, Picture Atlantic (O'Farrell between Larkin and Jones)
- Kindergarten to College (Jones and Turk)
- Boys & Girls Club activities for kids (Jones and Turk)
- SF Skate Club (Jones and Turk)
- GLIDE CELEBRATE50: A Great Day In The Tenderloin (Ellis between Taylor and Jones)

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- Freedom from Training Wheels by SFBC (Golden Gate and Leavenworth)
- SF Postcard Project (Golden Gate and Leavenworth)
- Wu Yee Children's Services (Golden Gate and Leavenworth)
- Tenderloin Walking Tours (Golden Gate and Leavenworth)
- ANTS Tennis (Golden Gate and Hyde)
- Breakdances with Wellness with Michael (Golden Gate and Leavenworth)
- Jobs with Justice (Golden Gate and Leavenworth)

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

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 Bay Area Chapter of American Red Cross, who provide emergency medical support, City CarShare provide free memberships and use of their vehicles for Sunday Streets staff. Major media support is provided by Clear Channel Radio and The San Francisco Examiner, and the popular Johnny Funcheap blog.

For more information about Sunday Streets, please visit www.SundayStreetsSF.com. Volunteer information can be found at www.sundaystreetssf.com/volunteer. For information on Muni routes and vehicle access, call 311 or visit www.sfgov.org/311.

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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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