

2ND ANNUAL SAN JOSE SALSA FESTIVAL A HUGE SUCCESS!

The 2009 Festival was held on August 22nd and drew more than 10,000 guests to Alum Rock. Forty-two vendors, ten non-profits and forty food purveyors participated. There was an expanded Children's Area, a First Aid Station staffed by San Jose Firefighters Local 230, an Entertainment Stage with on-going activities from Noon to 8:00 PM, the Best Tasting Salsa Contest, and the Best Amateur Salsa Dancing Contest (1st, 2nd, and 3rd medals were awarded – the public voted for the winners of both contests). The Festival was a **huge success** – ARVBA received compliments from the San Jose Police and from the County Health Department for a well-organized event..



COMMUNITY PARTNERSHIPS & SPONSORSHIPS

The festival was a great success because of the wonderful support of Community Partners including City Councilmember Nora Campos, County Supervisor George Shirakawa, County Supervisor Dave Cortese. James Lick High School, the Dr. Roberto Cruz Alum Rock Branch Library, the Youth Science Institute, the surrounding local businesses and residents – and very supportive and generous Sponsors.

The following pages are photographs from the 2009 San Jose Salsa Festival.