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FOR IMMEDIATE RELEASE:

Alum Rock Village Business Association Presents Third Annual San Jose Salsa Festival

**Youth Science Institute Chosen as Event Beneficiary
Top Bay Area Salsa Bands Will Perform
Extensive Children's Activity Area Planned**

San Jose, CA – July 5, 2010 - The Alum Rock Village Business Association (ARVBA) is making plans for the 2010 San Jose Salsa Festival on Saturday, August 21st from Noon to 8:00 PM. This annual event is a street fair held in quaint Alum Rock Village at Alum Rock Avenue and White Road. The festival includes Salsa Dancing with an amateur salsa dancing contest with cash prizes and a Salsa Tasting contest featuring salsa-the-condiment from outstanding local restaurants. Topnotch Bay Area salsa bands, Orquesta Borinquen, Latin Affect and San Jose's own Orquesta Saboricua will perform live on a large covered stage.

The Children's Activities area will have its own dedicated stage and special guests. Fifty-plus canopied booths will line the street with vendors offering delicious cuisines of many cultures, novel merchandise for sale and commercial information.

The Youth Science Institute has been named the event beneficiary. The 2009 San Jose Festival drew more than 10,000 visitors to Alum Rock Village and earned special recognition by District 5 Councilmember Nora Campos and the San Jose City Council.

Event partners and sponsors include the San Jose Redevelopment Agency, San Jose Office of Cultural Affairs, County Supervisor Dave Cortese, County Supervisor George Shirakawa, City Councilmember Nora Campos, Mi Pueblo Foods, McDonald's, The Flea Market, Treasure Chest Aquarium, Teezers Salon, Reed Sparks Insurance, San Jose Fire Department, Photographer Wylie Harter, East Foothill Realtor Group and Goodwill of Silicon Valley.

Admission is free for this family-oriented, alcohol-free event.

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Event Information:

WHO: Alum Rock Village Business Association, www.arvba.org.

WHAT: Third Annual San Jose Salsa Festival, www.sanjosesalsafestival.org

WHEN: Saturday, August 21, 2010 – Noon to 8:00 PM

WHERE: Alum Rock Village – 3100 block of Alum Rock Avenue from White Road to Millar and Manning Avenues.

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