

FOR IMMEDIATE RELEASE

July 29, 2009

Contact:

Jordan Pierce

O: 510.550.8176

C: 510.593.5785



New Hours, Site, Producers, and Entertainment at Jack London Square Farmers' Market

Oakland, CA – Exciting changes are taking place at the Jack London Square Farmers' Market that promise to bring a one-of-a-kind experience to Oakland's Waterfront. The Sunday market is shifting to a new location in Jack London Square and with the move comes an array of delicious new products, live entertainment, and free workshops that will make for a farmers' market destination like no other in the Bay Area.

The largest of its kind in the East Bay, the Jack London Square Farmers' market is already a local treasure and was recently voted the Best Farmer's Market by the readers of Oakland and Alameda Magazines. On Sunday mornings Jack London Square comes alive with over 65 vendors selling fruits, vegetables, greens and nuts as well as freshly baked breads and pastries, delicious specialty foods, fresh flowers and much more. Beginning on August 2nd, the best will get even better.

"This will be an entirely new experience for visitors to the farmers' market," said Jim Ellis, Managing Principle of Ellis Partners LLC which, along with Transbay Holdings, is undertaking a \$375 million redevelopment of Jack London Square. "We've made improvements down to the smallest details to ensure that the farmers' market will be an exciting place to shop and spend a day on the water. This move is yet another sign that Jack London Square is poised to become a regional center for local, sustainable food."

Starting August 2nd, the Jack London Square Farmers' Market will make the move from its current location at the foot of Broadway to the spacious new palm tree-lined Jack London Plaza at Webster and Water Streets, just one block away. Shoppers will have easier access to the vendors they love and to beautiful waterfront views. Sellers of fresh produce, honey, meats, cheese, and more will line the plaza, waterfront promenade, and the Market Green bordering the new Jack London Market building, which is scheduled to open in Spring of 2010. The Sunday farmers' market will also be open for **extended hours**, from 9 AM to 2:00 PM.

Among the favorite local vendors will be a number of new faces offering an **expanded range of products**. The Pacific Coast Farmers' Market Association, which operates the market, has combed the state for the finest of California fruits, vegetables, and more. Shoppers will discover delectable smoked fish as well as fresh organic eggs and vegetables. These new vendors will join the list of exceptional producers that visitors have come to rely upon such as Blue Moon

Organics of Aptos, Rainbow Orchards, and Watsonville's Medina Berry Farms. Those with an itch for Southern hospitality will find delicious soul food which joins the already expansive collection of specialty foods including Turkish, Italian, and more.

The Jack London Square Farmers' Market will help shoppers eat healthy not only by providing fresh, California-grown produce but by teaching them how to use it as well. On the first and last Sunday of each month, a local chef will offer three **cooking demonstrations**, sharing tips on how to prepare some of the fresh ingredients available in the farmers' market. A **certified nutrition educator** will be on site on the second Sunday of each month to give free expert consultations and tour visitors through market from 11 AM to 12:30 PM.

"The farmers' market gives shoppers a tremendous opportunity to enrich their dining experience by connecting directly with the men and women who produce the food we eat," said Allen Moy, Assistant Director of the Pacific Coast Farmers' Market Association. "We're excited to provide visitors with the best of what the state has to offer in this beautiful new location."

Affordable and sustainable produce won't be the only attraction in Jack London Plaza. Each Sunday beginning at 9:30 AM, Jack London Square will give shoppers a chance to work up an appetite with a free hour of yoga instruction, open to all. Children can keep busy with **free arts and crafts classes** provided just for them from 11:30 AM to 2PM. At 11:30 AM, the entertainment will begin with a **live band** taking to the stage on the Market Green. Local groups such as Girl Talk and the Black Diamond Band will fill the air with music until 2PM.

Beyond the farmers' market, there are hundreds of ways to enjoy Jack London Square. Visitors can take a cruise on the estuary with a rental from California Canoe and Kayak or pedal along the waterfront paths by renting a cruiser, road, or mountain bike from Bay Area Bikes. Jack London Square also boasts a collection of first-class dining options such as Cocina Poblana, Miss Pearl's Jam House, Scott's Seafood, Il Pescatore, Kincaids, and Hahn's Hibachi.

Jack London Square is currently undergoing a \$375 million, 1 million square foot redevelopment that includes restaurants, entertainment, new parking facilities, and Class A office space. The new Jack London Square will enhance the Oakland waterfront and celebrate the revival of a dining district. The centerpiece of the redevelopment project will be the 70,000 square foot Jack London Market, scheduled to open in Spring of 2010. The market will be the largest of its kind on the West Coast, housing small businesses selling fresh fruits, vegetables, meats, fish, cheeses and specialty products with an emphasis on local and sustainable practices. In addition to the public market, the building will house 100,000 square feet of Class A office space.

###

About Ellis Partners:

Ellis Partners LLC is one of Northern California's largest commercial developers and investors focused on office, retail, industrial, and mixed-use product types. The firm's multi-faceted capabilities include land entitlement and development, property repositioning, adaptive re-use and historic renovation. Ellis Partners also provides leasing expertise, asset management and

development management services to its portfolio. For more information visit www.ellispartners.com

About Transbay Holdings:

Founded by long-time Oakland developer and community leader Jim Falaschi, Transbay Holdings has been involved in housing, industrial, and retail development with a focus on urban redevelopment throughout Northern California.