



NEWS FROM:

Public Works Agency

FOR IMMEDIATE RELEASE

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City of Oakland's 1st Annual CarFree Day

CarFree and CareFree! A Day to Celebrate Going CarLess to Work!

Oakland, CA – The City of Oakland and the Oakland CarFree Day Steering Committee are hosting the City's first CarFree Day on Thursday, September 23, 2004 11am to 2pm. The event will feature a transportation fair in Frank H. Ogawa Plaza, which will display information about alternatives to driving alone and other ways for reducing dependency on automobile travel. Other highlights include refreshments, demonstrations, prizes, and a press conference.

As part of this event, Oakland celebrates several permanent street closures in Downtown, including 15th Street between San Pablo and Clay, now converted into a pedestrian walkway as a part of Ogawa Plaza.

CarFree Day will celebrate the many benefits of using public transportation, carpooling, vanpooling, bicycling, and walking for everyday activities. Decreasing dependence on auto travel has a myriad of benefits, including less stress, better health, and more free time.

Oakland's CarFree Day will also promote the advantages of "Smart Growth," a city policy that encourages housing developments close to transit and work places.

World CarFree Day became an annual event in 2000 and last year garnered participation from 295 cities and towns in Europe as well as seven cities in the United States and numerous others from Edmonton to New Delhi.

Everyone is invited to join us for this event.

WHAT: City of Oakland's 1st Annual CarFree Day, transportation fair, prize giveaway, and press conference

WHEN: Thursday, September 23, 2004

11:00 a.m. - 2:00 p.m.

12:00 p.m. - Press Conference (City Hall steps)

WHERE: Frank H. Ogawa Plaza (14th and Broadway), in front of City Hall

CONTACT: Additional information and updates are available on the event website at <http://www.carfreecity.us/Oakland.html>. Or contact Gus Yates, CarFree Day Steering Committee Chair - phone: (510) 849-4412, email: gus@carfreecity.us