



City of
OAKLAND
California

Media Contacts:

Dana Perez-St.Denis
Human Services
510-238-3247

dperez@oaklandnet.com

Sara Serin-Christ
Oakland Unite
510-238-3718

sserin-christ@oaklandnet.com

News from: Human Services Department

FOR IMMEDIATE RELEASE

July 6, 2015

Oakland Friday Summer Nights Kickoff Set for July 10th

Oakland, CA – The Friday Summer Nights programs, events that engage the community to change norms around violence, are set to kick off in East and West Oakland on July 10, 2015. The events will run every Friday through August 14, 2015, from 6:00 to 9:00 p.m. All events are free and open to the public.

In East Oakland, the weekly program location is Willie Wilkins Park, 1100 98th Avenue. The West Oakland program takes place weekly at 3233 Market Street (at the intersections of Brockhurst and Market). These events include free food, games, entertainment and raffles for all ages. The goal of these gatherings is to change community norms around violence through community engagement and empowerment.

For the past four summers, Oakland Unite's Messengers4Change has hosted the six-week long program, in targeted hotspots in East Oakland. In 2011, Messengers4Change piloted the first Friday Summer Nights in the Park at Willie Wilkins Park in East Oakland. The success of that program led to the expansion of the program into West Oakland in partnership with the City-County Neighborhood Initiative project. This year, these programs will continue to support residents who are taking a stand against violence.

These Friday Summer Nights programs are modeled after the Los Angeles' Summer Night Lights Program, and are connected to broader Oakland Unite efforts focused on violence reduction, including shooting and homicide intervention and response. Both the L.A. and Oakland program efforts are intended to disrupt violence by offering programming and extended park hours in neighborhoods with high rates of violence, during the peak hours when violence occurs. In addition to programming (e.g., music, food, etc.), Oakland Unite Street Outreach Workers from Oakland California Youth Outreach and Healthy Oakland attend the events as intervention specialists to engage with young people and offer conflict mediation and peace-making support. The L.A. and Oakland programs both involve law enforcement and a broad cross-section of community members in order to build trust and strengthen relationships. The programs also include a diverse mix of community-based organizations and resource providers.

The East Oakland Friday Summer Nights Program is funded by Oakland Unite, the Oakland Fund for Children and Youth (OFCY) and a federal grant from the Office of Juvenile Justice and Delinquency Prevention. Become a Messenger4Change and make a difference in your community. To learn more, visit

<http://oaklandunite.org/messengers4change/>.

(more)

News from:
Human Services
Department

Oakland Hosts Free
Friday Summer Nights
in the Parks

July 6, 2015

Page Two

The West Oakland Friday Summer Nights Program is a City-County Neighborhood Initiative project that is supported by Oakland Unite and OFCY, and partners with the Alameda County Department of Public Health, the Office of Councilmember Lynette McElhaney and the YMCA of the East Bay.

For more information about these events, visit www.OaklandUnite.org. For specific information about the Summer Friday Nights Programs, contact Jennifer Argueta at JArgueta@oaklandnet.com.

#