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California

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News from: Office of the Mayor

FOR IMMEDIATE RELEASE

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Mayor Quan Announces "Oakland Loves Its Sports Teams" Spirit Week

Oakland, CA — Mayor Jean Quan – joined by local and regional elected officials, business leaders and sports fans – shared details on **"Oakland Loves Its Sports Teams" Spirit Week** at a press conference and rally this morning in Frank H. Ogawa Plaza. Running September 10 - 14, the civic pride campaign will salute the Oakland A's and Oakland Raiders, both of which have home games that week, for being irreplaceable civic treasures that add significantly to the economy, identity, pride and culture of Oakland, Alameda County and the entire East Bay region.

"We want to show the world the love we have for our sports teams," said Mayor Jean Quan. "Oakland has the best fans, a supportive corporate and business community, and the most desirable, central location in the entire Bay Area. The teams are woven into the very fabric of our community and this campaign underscores how much they mean to us!"

During the press conference and rally, which attracted scores of loyal sports fans, Mayor Quan was joined by City Administrator Deanna J. Santana, City Councilmembers Rebecca Kaplan and Libby Schaaf, San Ramon Vice Mayor Jim Livingstone, BART District 4 Director Robert Raburn, other civic and business leaders, former Raiders players, and others.

"Our professional sports teams are crucial to the local economy," said City Administrator Deanna J. Santana. "Visitors traveling to Oakland for a game spend money at restaurants, hotels, car rental agencies, retailers and other local businesses. This contributes to an estimated \$200 million spent annually by visitors to Alameda County and supports jobs for Oakland residents."

U.S. Representative Barbara Lee also added her support. "For decades our beloved Oakland A's and Raiders have brought countless hours of joy and excitement to Bay Area families," said Congresswoman Lee. "I commend the A's and the Raiders for personifying teamwork, passion, perseverance and a commitment to excellence week after week. Acknowledging the A's and Raiders contribution to the burgeoning Oakland economy, I remain committed to ensuring that this public-private partnership continues to flourish and bring Bay Area fans thrills and enjoyment for years to come."

The fan group **"SaveOaklandSports"** also announced that it is close to obtaining nonprofit status, enabling the grass-roots organization to raise funds for a stadium campaign. On September 13 the group will hold its inaugural fundraising event at the legendary Ricky's Sports Theatre & Grill in San Leandro. For more information, please visit www.saveoaklandsports.org

"SaveOaklandSports" is committed to helping create a game plan to convince the Raiders, A's and Warriors that Oakland offers the nation's best stadium

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location and opportunity, individual and corporate fan support and long-term economic stability for these iconic franchises," said Jim Zelinski, Raiders season ticket holder and co-founder of SaveOaklandSports. "We're more than a cheerleading organization and are developing concrete approaches to increase ticket sales and revenue to build stadiums," Zelinski added.

To ensure that the teams see and hear the message that "**Oakland Loves Its Sports Teams**" the City of Oakland is leading the charge to galvanize public support. During **Spirit Week**, fans are encouraged to dress in their favorite Oakland team colors, pose with friends, family and co-workers at various Oakland locations and share their images on the City's Facebook page at www.facebook.com/CityofOakland.

Thanks to the generous support of sponsors, the City of Oakland has produced a colorful rally card for fans to display at home or work and will team up with local business and merchant groups to circulate to shops, businesses and public venues all over town. Some 30,000 pre-printed cards will be handed out and a downloadable version will also be available online from both the City's website (www.oaklandnet.com) and SaveOaklandSports (www.saveoaklandsports.org).

The following events are planned for "**Oakland Loves Its Sports Teams**" **Spirit Week, September 10-14, 2012:**

Monday, September 10, 2012, 7:15 p.m.

Oakland Raiders versus San Diego Chargers

The season home opener for the Raiders at the O.co Coliseum. Whether attending the game or showing team love elsewhere around town, everyone is encouraged to don Raiders colors and memorabilia. Consider hosting your own version of a tailgate party at home or nearby park with family, friends and neighbors in honor of the Silver & Black!

Wednesday, September 12, 2012, Noon – 1 p.m.

Home Team Rally and Noontime Concert

Wear your Oakland team colors to work! Gather with other fans at Oakland City Center for live music by The California Honeydrops. Rally cards will be distributed at an information table near the sculpture fountain. Oakland City Center is located on Broadway between 13th and 14th streets in downtown Oakland (across 14th Street from Oakland City Hall. Take BART to City Center -12th Street station directly to the event.).

Free concert hosted by CBRE.

Thursday, September 13, 2012, 7 p.m.

SaveOaklandSports Celebration & Inaugural Fundraiser

Ricky's Sports Theatre and Grill, 15028 Hesperian Boulevard, San Leandro. Fundraiser for stadium construction and/or community projects for Oakland sports teams. Tickets and information: www.saveoaklandsports.org.

Friday, September 14, 2012, 7:05 p.m.

Oakland A's versus Baltimore Orioles

Enjoy the last fireworks display of the season while cheering on the A's at the O.co Coliseum. Rally cards will be distributed to hundreds of attendees in a

special section during the game. Everyone is encouraged to wear A's colors and memorabilia and head to the ballpark for a great night out. Tickets & info: www.oaklandathletics.com

More events and activities are being planned and will be announced at a later date. For more information about Spirit Week and/or rally cards, visit www.saveoaklandsports.org or www.oaklandnet.com

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