



City of
OAKLAND
California

Media Contact:

Dana Perez-St. Denis
Human Services
510-238-32476
dperez@oaklandnet.com

Serra Serin-Christ
Oakland Unite
510-238-3718
[Sserin-
christ@oaklandnet.com](mailto:Sserin-christ@oaklandnet.com)

News from: Human Services Department

FOR IMMEDIATE RELEASE

June 30, 2014

OAKLAND FRIDAY SUMMER NIGHTS KICKOFF SET FOR JULY 11TH

Oakland, CA – The Friday Summer Nights Program(s) are set to kick-off in East and West Oakland on July 11, 2014 and will run through August 15, 2014, Fridays from 6:00PM to 9:00PM. All events are free and open to the public. In East Oakland, the program locations are at Carter Gilmore Park, 1390 66th Avenue; and Willie Wilkins Park, 1100 98th Avenue. The West Oakland program takes place at 3233 Market Street (at the intersection 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 three summers, Oakland Unite's Messengers4Change has hosted the six-week long program, in targeted hotspots in East Oakland, as part of Mayor Quan's parks project. 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 adoption of a second park in the summer of 2012 – Carter Gilmore Park. Building on the success in East Oakland, the City-County Neighborhood Initiative project piloted the Friday Night Live Program in West Oakland last summer. This year all three programs will continue to support residents who are taking a stand against violence.

The 2011 Messengers4Change initial parks program evaluation shows positive results: *The average number of police incidents in the Willie Wilkins Park area decreased by 48% during the three six-week periods that the events were held compared to the average for the previous two-years.*

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 gang reduction and 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 (athletics, music, etc.), Oakland Unite Street Outreach Workers from two agencies: 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. Both the L.A. and Oakland programs 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.

-more-

News from:
Human Services
Department

City of Oakland Friday
Summer Nights begins
July 11, 2014

June 30, 2014

Page Two

The East Oakland Friday Summer Nights at the Park Program is funded by Oakland Unite through Measure Y and a federal grant from the Office of Juvenile Justice and Delinquency Prevention. Messengers4Change is proud to partner with the Oakland Fund for Children and Youth and the Office of Mayor Jean Quan for these events. **Become a Messenger4Change and make a difference in your community.** To learn more visit: www.messengers4change.org.

The West Oakland Friday Night Live Program is a City-County Neighborhood Initiative project that is supported by Measure Y and partners with Oakland Unite, the Alameda County Department of Public Health, the Office of Mayor Jean Quan, the Office of Councilmember Lynette McElhane, the YMCA of the East Bay and Alternatives in Action.

For information about these events and more visit: www.Oaklandunite.org.

For specific information about the East Oakland Parks program, contact Jennifer Argueta: JArgueta@oaklandnet.com.

For specific information about the West Oakland Park program, contact Dylan Hamilton: DHamilton@oaklandnet.com.

#