



For Immediate Release

May 20 2010

Media Contact: Sandra Evans
& Associates
sandra@andassociates-ca.com
415 887 9230

56th ANNUAL NORTH BEACH FESTIVAL JUNE 19-20th

SAN FRANCISCO, May 10, 2010—This year's North Beach Festival, now in its 56th year, and one of the country's original outdoor Festivals, is expected to be bigger and better than ever. Steven Restivo Event Services, LLC has been selected by the presenters of the Festival, The North Beach Chamber of Commerce, to produce the event and they will be working together to make this year's fair the best one yet.

The event is situated in the historic North Beach District, known to locals and visitors alike as San Francisco's Little Italy and the home of the famed beat generation. The Festival site includes the quaint Grant Avenue and the beautiful Washington Square Park in the heart of the district.

The 2010 event will feature over 125 arts and crafts booths, 20 gourmet food booths, three stages of live entertainment, Italian street painting, beverage gardens, local non-profit organizations and the blessing of the animals.

Don't miss out on this great opportunity to participate in this San Francisco tradition, which is known nationally and internationally.

Validated Parking is available for \$3.00 from 9:00 AM - 10:00 PM: Golden Gateway Garage, 250 Clay, between Battery & Drumm. A "Park & Ride Shuttle" bus departs every few minutes. Ask for the stop at Grant & Broadway. Look for the red and white "Park & Ride" sign. The ONLY validation stamp is located at Calzone's Restaurant, 430 Columbus. No purchase necessary.

Additional Parking is available at: 735 Vallejo (south side of street) between Stockton and

Powell, 766 Vallejo (north side of street above Central Station) between Stockton and Powell and on Filbert between Columbus and Mason. To request accommodations for persons with disabilities or if you have communication needs such as large print, braille or sign language interpreters, please call 1-800-310-6563 or fax us at 415-456-6436 at least three weeks prior to the event.

The Festival is held in San Francisco's historic North Beach neighborhood in the northeast of San Francisco adjacent to Chinatown and Fisherman's Wharf. Known as San Francisco's Little Italy, it has many of the city's the best-loved Italian restaurants today. North Beach was also the historic center of the beatnik subculture. Today, North Beach is a lively district with cafes, restaurants, nightclubs, walking tours, entertainment and more. The North Beach Festival is proudly presented by the North Beach Chamber of Commerce a non-profit organization formed by local property owners and merchants of the area in an effort to improve the business environment in North Beach in San Francisco. This is the first year that the North Beach Fair will be produced by Steven Restivo Event Services, LLC and they intend to make it the best in the fair's history. Over 100 staff members will be on-site to assist exhibitors and the public. Parking is available three blocks from the event site. For more information about the event call 800-310-6563 or visit [www.**SRESproductions.com**](http://www.SRESproductions.com) or www.northbeachchamber.com. For press inquiries contact Sandra Evans sandra@andassociates-ca.com or 415 887 9230.

Press Inquiries:

Contact:

Sandra Evans

PR Manager

Steven Restivo Event Services, LLC

& Associates

Tel 415 887 9230

sandra@andassociates-ca.com

Visit: <http://www.sresproductions.com>

###