



P.O Box 151017  
San Rafael, CA 94915  
Ph: 800-310-6563 ~ Fax:  
415.456.6436  
[www.SRESproductions.com](http://www.SRESproductions.com)  
[Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)

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**For Immediate Release**  
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Media Contact:  
Steven Restivo  
[steven@sresproductions.com](mailto:steven@sresproductions.com)  
800 310 6563

### **57<sup>th</sup> ANNUAL NORTH BEACH FESTIVAL JUNE 18<sup>th</sup> & 19<sup>th</sup>**

SAN FRANCISCO, May 26, 2011—This year's North Beach Festival, now in its 57th 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 again 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 historic North Beach, known to locals and visitors alike as San Francisco's Little Italy and the home of the famed beat generation. The Festival site includes Grant Avenue, between Columbus and Filbert, Columbus Avenue between Broadway and Green and Vallejo and Green Street between Grant Avenue and Columbus.

The 2011 event will feature over 100 arts and crafts booths, 20 gourmet food booths, live entertainment, Italian street painting, beverage gardens, local non-profit organizations and the blessing of the animals in The Shrine of Saint Francis of Assisi on Vallejo.

Don't miss out on the 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 one week 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 neighborhood 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 business owners and merchants of the area in an effort to improve the commercial and residential environment in North Beach in San Francisco.

This is the second year that the North Beach Festival will be produced by Steven Restivo Event Services, LLC and they intend to make it the best in the fair's history. Over 50 staff members will be on-site to assist exhibitors and the public. For more information about the event call 800-310-6563 or visit [www.SREProductions.com](http://www.SREProductions.com) or [www.northbeachchamber.com](http://www.northbeachchamber.com).

Press Inquiries: Contact:  
Steven Restivo Event Services, LLC Tel 800 310 6563  
Visit: <http://www.sresproductions.com>

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