

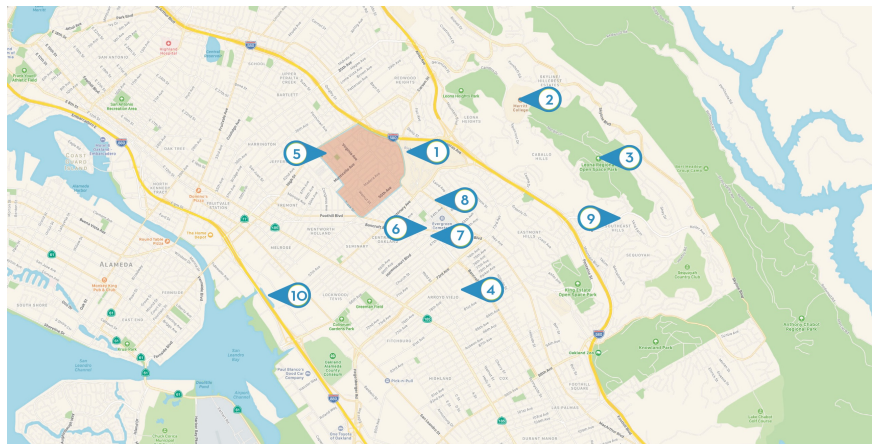


## VISIT OAKLAND HIGHLIGHTS EAST OAKLAND NEIGHBORHOOD FOR MARCH OAKLAND SPOTLIGHT PROGRAM

*Enjoy Famed Hiking Trails and Arts Programs; Dine Like a Local at Neighborhood Gems*

**Oakland, CA (March 1, 2017)** —Visit Oakland, the city’s official destination marketing organization, celebrates the neighborhood of East Oakland during the month of March for the tourism bureau’s Oakland Spotlight program.

“One of Oakland’s greatest assets is our vast amount of outdoor space and many are surprised to find so many hiking trails in East Oakland. One of my favorite things to do is to hike around beautiful Mills College or hike up to Merritt College for the stellar views of the city,” says **District 6 City Councilmember Desley Brooks**. From flatlands to highlands, Oakland has some of the best views of the Bay Area any hiker and photographer would want to experience.”



“Leona Canyon Regional Open Space Preserve offers an easy get-away for nature walks, hiking, biking and dog walking,” says **Isa Polt-Jones, of the East Bay Regional Park District**. “Pick up a brochure at the trailhead for a self-guided walk on the local Indian uses of plants!” With spring weather upon us, EBRP reminds us to check online before your hike as spring weather conditions can affect your intended trail.

Visitors are also encouraged to appreciate the arts and creativity in East Oakland. “Housed in a stunning architectural setting, the Mills College Art Museum is a laboratory for creative expression and a resource for exploring issues, histories, and ideas relevant to the Bay Area and our time through art,” says **Jayna Swartzman-Brosky, Program Director of Mills College Art Museum**. “Our programs and exhibitions are designed to encourage unique and stimulating experiences and conversations. Admission is always free.”

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|---|----------------------------------|
| 1. Mills College                            | 6. Lena's Soul Food Café         |
| 2. Merritt College                          | 7. Genny's Fire Pit              |
| 3. Leona Canyon Regional Open Space Reserve | 8. Old Weang Ping                |
| 4. Arroy Viejo Recreation Center            | 9. Skyline Pizza                 |
| 5. Maxwell Park                             | 10. West Wind Coliseum Swap Meet |



## EAST OAKLAND

East Oakland stretches between the 880 Freeway on the West and Skyline Boulevard on the East. It encompasses many of the East Bay Regional Parks in Oakland, known for hiking trails and panoramic views of the city. Home to several college campuses, the neighborhood has sprawling outdoor space and landscaped educational campuses sprinkled with authentic local dining options and attractions.

### EVENTS AND ATTRACTIONS

- [Mills College](#) (5000 MacArthur Blvd.) – A liberal arts and science college situated in the hills of East Oakland, the campus was the first women’s college on the West Coast. Today, it offers coed undergraduate and graduate degrees with acclaimed programs in Education, Business and Music. The campus also houses the [Mills College Art Museum](#) which showcases work from students and critically-recognized international, national and local contemporary artists throughout the year. Among them is the works of famed Oakland artist Hung Liu, who created the crane installation art piece at Terminal 2 in the Oakland International Airport.
- [Merritt College](#) (12500 Campus Dr.) – A two-year community college, the school is well-known for its comprehensive nursing and medical-related studies. The school opened up 60 years ago and has been a staple of quality education at an affordable price
- [Leona Canyon Regional Open Space Preserve](#) (Leona Trail, near Keller Ave. & Campus Dr.) – With 290 acres of outdoor space, Leona Canyon offers hiking and biking trails for all activity levels to enjoy views of the city.
- [Arroyo Viejo Recreation Center](#) (7701 Krause Ave.) – Meaning “Old Creek” in Spanish, this community park and garden features a football/soccer field, tennis courts, playground, and multi-use rooms. Great for groups looking to incorporate outdoor activities in their day.
- [Maxwell Park](#) (4618 Allendale Ave.) – A local neighborhood park, visitors will be in awe of the intricate mosaic work on the walls and the chess tables that encourage social gatherings.

### DINING

- [Lena’s Soul Food Café](#) (6403 Foothill Blvd.) – A brand-new second location of local’s favorite soul food spot with dine-in seats. Famous for their fried chicken, okra and black-eyed peas.
- [Genny’s BBQ](#) (6637 Bancroft Ave.) – A favorite for southern-style BBQ, locals rave about the ribs and fried fish. Generous servings of sides like mac & cheese, sweet potatoes and greens make this a neighborhood must!
- [Old Weang Ping](#) (6217 MacArthur Blvd.) – Described as a quaint sanctuary away from bustling city life, this Thai restaurant offers home-style cuisine in a welcoming, Buddhist-inspired and eclectic décor. It’s a favorite of nearby Mills College students and is cash only.
- [Skyline Pizza](#) (4400 Keller Ave.) – A local pizza parlor known for quality food and service, it’s a great stop for lunch after a morning of hiking with the family.



## SHOPPING

- [West Wind Coliseum Swap Meet](#) (5401 Coliseum Way) – Bring the whole family to this daily marketplace full of vintage finds, great deals, live entertainment and authentic taqueria fare. Open year-round with admission ranging from 50 cents to \$1.50. Children 11 and younger admitted free.

Follow Oakland Spotlight on social media using **#oaklandspotlight** and **#oaklandloveit**.

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The **Oakland Spotlight** program is Oakland’s first-ever neighborhood promotion initiative designed to support local businesses, spread economic benefits and expand tourism impact to areas outside of traditional visitor locations. Featured information will include information on where to dine and shop in the neighborhood, as well as information on events and cultural activities happening that month. Venues and attractions will be selected with input from community leaders and groups from each neighborhood.

The program embraces the diversity and richness of Oakland by focusing on a new neighborhood each month, encouraging residents and visitors alike to get out and explore different parts of the city. Visit [www.oaklandspotlight.com](http://www.oaklandspotlight.com) to learn more about the initiative and featured neighborhoods.

## ABOUT VISIT OAKLAND

Visit Oakland is a private, not-for-profit, 501(c)(6) organization, with a 21-member board of directors and full time staff whose goal is to increase tourism’s economic impact to Oakland through destination development and brand management. For more information, visit [www.visitoakland.org](http://www.visitoakland.org).

## CONTACT

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