



VISIT OAKLAND FEATURES GRAND LAKE NEIGHBORHOOD FOR APRIL OAKLAND SPOTLIGHT PROGRAM

An Easter Parade, Weekly Farmers Market and Variety of Restaurants Attract Visitors

Oakland, CA (April 4, 2017) —Visit Oakland, the city’s official destination marketing organization, encourages visitors to explore the Grand Lake neighborhood during the month of April. With the warmer spring weather fast approaching, now is a great time to experience the variety of dining, shopping and family play options around Lake Merritt and its surrounding neighborhood.

“The Grand Lake district represents the heart of Oakland where neighbors from all over Oakland come to shop, dine and just hang out together,” says **Pamela Drake, Director of the Lakeshore Avenue Improvement District.**

“Grand Lake is the perfect neighborhood for visitors to enjoy what Oakland has to offer all in one place,” says **Mark Everton, President and CEO of Visit Oakland.** “From the farmer’s market every weekend, to the high concentration of good food and one-of-a-kind shopping, there is always a bustle of excitement and activity in this part of town.”

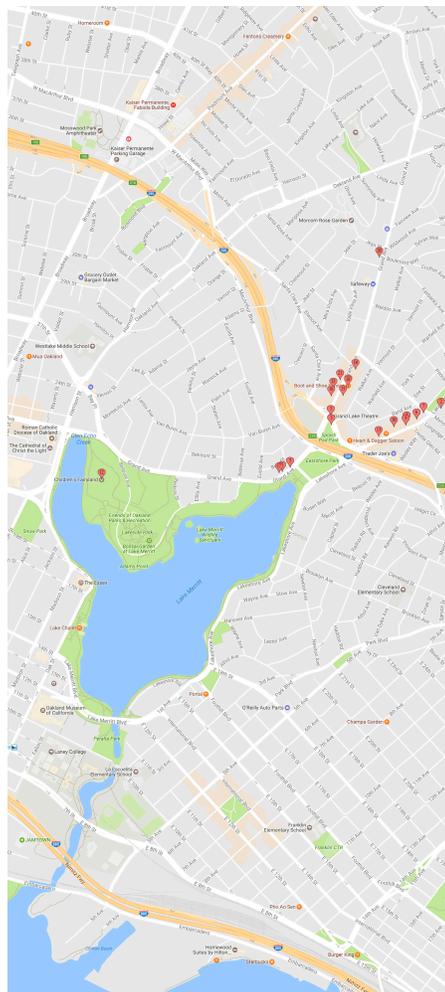
GRAND LAKE

Oakland’s Grand Lake neighborhood is in the northeast area of Lake Merritt, named after the communities of Grand and Lakeshore Avenues.

There is plenty of shopping and restaurants in the area for visitors and families. With great outdoor space around Lake Merritt, the neighborhood is perfect for weekend gatherings and activities.

EVENTS AND ATTRACTIONS

- **Grand Lake Theater** (3200 Grand Avenue) – The historic Grand Lake Theater was built in 1926 and showcases the grandeur art deco



1. [Grand Lake Theater](#)
2. [Lakeshore Baptist Church](#)
3. [Grand Lake Farmers Market](#)
4. [Barlago Italian Kitchen](#)
5. [Grand Lake Kitchen](#)
6. [Shakewell](#)
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11. [Maribel](#)
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14. [Michel Mischer](#)
15. [Alchemy Bottleshop](#)
16. [Oak Common](#)
17. [Oak Town Spice Shop](#)
18. [SoleSpace](#)
19. [Boot & Shoe](#)
20. [Camino](#)
21. [Penrose](#)



architecture of cinema's heyday. It's a local favorite and one of the most affordable places to take in the silver screen.

- [Grand Lake Farmers Market](#) (Lake Park Avenue, Every Saturday, 9AM-2PM) – Hailed as one of the best farmer's markets in the East Bay, the Grand Lake Farmers Market offers fresh produce and flowers, delicious prepared food, and family fun at Splash Pad Park. Easily accessible by AC Transit and occurs rain or shine.
- [30th Annual Easter Parade & Spring Festival](#) (Lakeshore Baptist Church, April 15, 10:30AM-12:30PM) – Join in this annual tradition with free family fun that marches up and down Lakeshore Avenue. Bring the kids for face painting, corn dogs and Easter egg decorating. No Easter celebration is complete without an appearance by the Easter Bunny himself, who will be handing out baskets of goodies for all young visitors.
- [Children's Fairyland](#) (699 Bellevue Avenue) – Sitting right on the boarder of the neighborhood is this iconic Oakland attraction. It's a storybook theme park that has been open for 60 years and was an inspiration for Walt Disney's Disneyland.

DINING

- [Barlago Italian Kitchen](#) (550 Grand Avenue) – Indulge in your Italian food craving with locally-sourced Italian comfort food and wine. With a large space for private parties and a heated patio with views of Lake Merritt across the street, you'll be able to dine al fresco in Oakland all year long.
- [Grand Lake Kitchen](#) (576 Grand Avenue) – This small yet popular brunch spot offers modern takes on comforting breakfast and lunch classics. With views that look across to Lake Merritt and an outdoor sidewalk patio, it's a great place to sit back and people-watch while you dine.
- [Shakewell](#) (3407 Lakeshore Avenue) – Serving modern Mediterranean tapas and delightful handcrafted cocktails, this local favorite is famous for its food and friendly atmosphere. It also helps that owners Chef Jen Biesty and GM Tim Nugent are *Top Chef* alumni who bring their camera-ready hospitality to all hungry visitors.
- [Lin Jia Asian Kitchen](#) (3437 Lakeshore Avenue) – Serving family-style Chinese cuisine with a contemporary flair, this new addition to the neighborhood is a great lunch spot. Locals love the lunch options and its friendly service.
- [Michel Bistro](#) (3343 Lakeshore Avenue) – This two-story French restaurant with rustic-chic décor has an impressive wine-list and scrumptious French cuisine. This is a perfect spot for a casual first date or a place to share your love of food and wine with friends.
- [La Parisienne](#) (3249 Grand Avenue) – Bringing "Paris to Oakland," this French bakery is a favorite stop for locals who crave artisan pastries and coffee, with a rotating daily menu selection.
- [Boot & Shoe Service](#) (3308 Grand Avenue) – A must-try for pizza lovers, stop in this trendy Italian eatery with seasonal ingredients, rotating cocktail selections, and communal tables.
- [Camino](#) (3917 Grand Avenue) – Rustic California-cuisine is served in this unique Oakland favorite eatery. Bring a group of friends and family and enjoy great food and drinks at dinner or over brunch!



- [Penrose](#) (3311 Grand Avenue) – Wood-fired ovens and fresh seasonal ingredients are just key elements that make Penrose a top favorite among locals. Eclectic flavors, international influences coupled with Californian cooking methods makes this Charlie Hallowell restaurant a stop on the traveling foodie list.

SHOPPING

- [Urban Indigo](#) (3339 Lakeshore Avenue) – A boutique gift shop offering an eclectic mix of good from stationary, housewares, to clothing and jewelry.
- [Rose Quartz Jewelry Store](#) (3295 Lakeshore Avenue) – Looking for a special gift for a special someone? Rose Quartz offers affordable jewelry, clothing and accessories to ensure you'll find exactly what you're looking for.
- [Maribel](#) (3251 Lakeshore Avenue) – This cute consignment shop offers gently worn styles by top name brands. Stop in here to sell your items or to peruse what they have on sale.
- [Michael Mischer Chocolates](#) (3352 Grand Avenue) – Upscale boutique confectionary with artisan chocolates and sweets.
- [Alchemy Bottle Shop](#) (3256 Grand Avenue) – A boutique filled with wine and craft spirits, this store is every mixologists' dream. Stop in to learn about the different types of cocktail ingredients, tools and methods to stock your at-home bar.
- [Oak Common](#) (3231 Grand Avenue) – This cool and trendy clothing store sells boutique designer brands in a chic, rusty storefront. Selling ready-to-wear fashions and accessories, stop in for a taste of Oakland-style.
- [Oaktown Spice Shop](#) (546 Grand Avenue) – A must for the culinary aficionado, pick up spices and herbs for your next home-cooked meal. Pick up DIY kits for a customized pack of flavors!
- [SoleSpace](#) (3304 Grand Avenue) – This store treats shoe designs like pieces of art so stop in here to add to your carefully curated shoe collection. From casual to dressy, everyday wear to collector editions, sneaker heads and shoe collectors will love this store.

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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 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.

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