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**NEWS RELEASE
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CONTACT: Jeanne Sullivan, 650-215-8156, jsullivan@sanjose.org
Yvette Roman, 408-792-4120, yroman@sanjose.org

WHAT'S NEW IN SAN JOSE:

The city is springing into action and preparing for a bright season of events!

SAN JOSE, CA (Apr. 22, 2008) – As spring flowers bloom all over Silicon Valley, the San Jose Convention and Visitors Bureau and Team San Jose report their best quarter ever since taking over management of the San Jose McEnery Convention Center in 2004, generating \$3.4 million in revenue during the first quarter of 2008. Team San Jose is projected to increase revenue by 78 percent by the end of the fiscal year. Hotel occupancy was also high for the quarter with 64.7 percent occupancy, making this quarter the second strongest since 2004. “We are proud to serve the City of San Jose and offer excellent quality service to customers,” said Dan Fenton, CEO and Chairman of Team San Jose, also CEO of the San Jose Convention and Visitors Bureau, “The quarter results prove that our unique partnership with San Jose hotels, labor, and arts leaders in the community make the difference and have clients returning to San Jose like never before.” Building on this momentum, San Jose is gearing up to host exciting spring and summer events such as the 2nd Biennial O1SJ Global Festival of Art on the Edge (June 4-8) and ongoing crowd-pleasing favorites like Cinema San Pedro (July 9-August 27) and Music in the Park (July 10-September 4). Team San Jose is also getting ready to host major meetings over the next few months, including Alliance West 2008, VMware Virtualization Forum 2008, and NVISION 2008. During NVIDIA’s annual meeting, Team San Jose will host the Electronic World Sports Cup, expected to draw 5,000 spectators. In addition to the budding excitement of anticipated events, industry partners have announced the following destination developments:

HOTEL HAPPENINGS

ENHANCEMENTS/OPENINGS/RENOVATIONS

In January, the **Clarion Hotel San Jose** renovated their sleeping rooms, putting in new beds, pillows, linens, furniture, work desks, laptop safes, air conditioning units, and refrigerators. For more information, visit www.clarionsj.com.

The **Doubletree Hotel San Jose** recently completed a \$200,000 remodel of their front desk and lobby areas. The vibrant new reception area allows a more streamlined process for guests from arrival to check-in. Although the Doubletree is already conveniently located near the San Jose International Airport, the hotel has managed to add further advantages for their traveling guests. The lobby now includes two airport flight status screens. If a guest has a flight delay, he or she can spend that extra time relaxing in the lobby with complimentary Wi-Fi or enjoying a meal in one of the dining outlets instead of waiting at the airport. In the same area, guests will find an airport check-in kiosk that allows them to check into flights and print boarding passes. For more information, visit www.sanjose.doubletree.com.

Tova Day Spa, at the Fairmont Hotel in downtown San Jose, opened its doors in March. A modern facade luxuriously designed with European sophistication blends perfectly with the latest, most cutting-edge spa treatments and services, where therapists deliver an array of pampering treatments to fit everyone’s needs. Unwind in the steam room, sauna, or Jacuzzi and let the healing hands of trained therapists from around the

globe provide a variety of professionally administered treatments, with programs ranging from the best in Eastern and Western techniques. Tova Day Spa can customize packages and coordinate group functions for intimate gathering as well as large convention groups. For more information, visit www.tovadayspa.com.

AWARDS/PROMOTIONS

Dolce Hayes Mansion's Executive Chef Stephen Parker was recently named **Dolce Chef of the Year** at the company's annual food and beverage conference. Chef Stephen was selected due to his outstanding leadership, creativity, and excellent customer feedback. For more information, visit www.hayesmansion.dolce.com.

Inside **Hotel De Anza**, the Hedley Club Lounge is having a **"Grand Re-Opening" Party** on April 24. What was already one of the premier hot spots in the Bay Area has been completely remodeled, now featuring a cocktail and wine program designed to expand visitors' horizons. There is no cover charge and this event runs from 7 p.m. to 11 p.m. The lounge will be featuring the music of J.P. & the Rhythm Chasers while guests enjoy reduced pricing on classic cocktails as well as signature concoctions and wine. The hotel also announces its **Playoff Hockey Package**, just in time for the Sharks playoffs. Conveniently located within walking distance of the Shark Tank, the hotel offers this package that includes: deluxe accommodations for two, two tickets to an action-packed Sharks game, overnight valet parking, Sharks fan welcome gift, and a lavish breakfast buffet for two. Please contact Lyndia Bannister at 408-494-4754 or lbannister@hoteldeanza.com to book reservations. For more information, call 408-286-1000 or visit www.hoteldeanza.com.

From the latest trends in accessories and spirits, **Hotel Valencia's** open-air wine terrace, Cielo, promises to make its newest event **"Cognac & Cufflinks"** one of the hottest in town. This innovative gentlemen's happy hour event will offer men the chance to view the latest accessories, including cufflinks, wallets, ties/tie clips, and sunglasses all while drinking the finest in Cognac, Brandy, and more. Cielo will play the perfect host with its stunning views and outdoor appeal. The first Cognac & Cufflinks event will be held on Wednesday, May 28 from 6 p.m. to 8 p.m. and will feature merchandise from top retailers, including Eli Thomas, Cohiba, and Kenneth Cole. The cost for this event is \$20. For more information, call 408-423-5405 or visit www.hotelvalencia.com.

The **San Jose Marriott** in downtown San Jose was recently awarded a Four-Diamond rating by AAA. Of the approximately 32,000 hotels throughout the United States, Canada, Mexico, and the Caribbean that are AAA Approved and Diamond rated, only 3.6 percent rate Four Diamond or better. According to AAA, "Four Diamond establishments are upscale in all areas. Accommodations are progressively more refined and stylish. The physical attributes reflect an obvious enhanced level of quality throughout. The fundamental hallmarks at this level include an extensive array of amenities combined with a high degree of hospitality, service, and attention to detail." The hotel also received the **Energy Star Award 2007**. This award is the mark of superior performance as one of the most efficient buildings in the nation – performing at 25 percent below the national average comparison. A photo of the hotel will be added to the Energy Star inventory list, which is often used by various media and others to highlight the nation's leaders in energy efficiency. Upcoming events at the San Jose Marriott include a special breakfast with **Chef Rock from "Hell's Kitchen," Mother's Day at Arcadia** – a tradition for kids and Dads with good taste who want only the best for their Moms, and a wine dinner with **Justin Winery** on May 22, where proceeds will benefit "Girls for Change." For more information, visit www.sanjosemarriott.com.

CULTURAL CORNUCOPIA

The **American Musical Theatre of San Jose** welcomes **Mamma Mia!** at the San Jose Center for the Performing Arts. AMTSJ presents a special return engagement of the international hit musical for eight performances only, April 22-27. Timeless songs such as "Dancing Queen," "I Have a Dream," "Voulez-Vous," and "Take a Chance on Me" are ingeniously woven into an enchanting tale of love, laughter, and

friendship. Tickets are \$23-\$73. On sale now are tickets for **Disney's *Beauty and the Beast***, running May 13-25 at the San Jose Center for the Performing Arts. Songs include "Be Our Guest," "Gaston," and the Academy Award-winning title tune. Tickets are \$14.75-\$74. AMTSJ also proudly presents a new touring stage version of **Disney's *High School Musical***, presented June 10-15 by Disney Theatrical Productions and based on the 2006 Emmy Award-winning Disney Channel Original Movie. The show features all the songs from the original soundtrack plus two new songs. Tickets are \$19-\$74. For more information, call 888-455-SHOW (7469) or visit www.amtsj.org.

Ballet San Jose recently announced a five-week, eight-city tour to China scheduled for May and June. The company, under the direction of Artistic/Executive Director Dennis Nahat, will depart San Jose on May 17 (returning on June 24) on a private 747 loaned to the ballet by Fry's Electronics. The entire company of 44 dancers with a staff of 15 (including costumers, lighting designers, crew heads, and masseuse and doctors) will travel to Shanghai, Hongzhou, Dongguan, Shenzhen, Wuhan, Beijing, Shenyang, and Dalian. Special VIP sponsors and guests will accompany the dancers and staff on their travels. This is the company's first international tour since it moved to San Jose from Cleveland in September 2000, and only the second international tour in over 20 years. The tour, named ***Goodwill Tour From Silicon Valley***, will include performances at the Grand Theater in Shanghai and the Poly Theater in Beijing. Programs will include fully staged productions of ***The Firebird*** and ***Carmina Burana***, plus additional ballets by George Balanchine, Lew Christensen, and Dennis Nahat. For more information, visit www.balletsanjose.org.

The **Children's Musical Theater San Jose** proudly presents ***Ragtime***, running April 18-27 at the Montgomery Theater. *Ragtime* intertwines three unique stories that illustrate history's contradictions of wealth and poverty, freedom and prejudice, hope and despair, and love and hate. This musical paints a longing and powerful representation of life in turn of the American century. Tickets are \$29. The theatre will also be holding a **40th Anniversary Celebration** on June 28 at Plaza de Cesar Chavez in downtown San Jose. The whole community is invited to join in the festivities and attend the party, which is sponsored by Target. This momentous event features live music and performances, a preview of the 41st season, and a giant birthday cake, which will be served to all attendees. Admission is free. For more information, call 408-288-5437 or visit www.cmtsjs.org.

At the **Dr. Martin Luther King, Jr. Library**, April is **Jazz Appreciation Month**. The Library will feature a photographic exhibit as well as a lecture series conducted by world famous jazz personalities. The exhibit, ***Celebrating Jazz: Photographs of an American Art Form***, is located in the second floor exhibit area and runs daily through April 29. Tuesday lectures, held at 7:00 p.m. in rooms 255/257 on the second floor, present the world that encompasses Jazz: how it started, how it should be listened to, and where it is now heading. Jazz Appreciation Month is presented by San Jose Jazz and hosted by San Jose Public Library. For information about the photographic exhibit and lecture series, call 408-288-7557 ext. 2316 or visit www.sanjosejazz.org/jam. For more information about the Library, call 408-808-2183 or visit www.sjlibrary.org.

HP Pavilion in San Jose (www.hppsj.com) is selling tickets for the following events this spring/summer:

April 25 – Stealth vs. Colorado, 7:30 p.m. \$23.50-\$33.50

April 26 – SaberCats vs. Los Angeles, 7:30 p.m. \$18-88

May 3 – Michael Buble, 8:00 p.m. \$59.50-\$95

May 7 – Avril Lavigne, 7:00 p.m. \$37.50-\$55

May 10 – Alicia Keyes, 9:00 p.m. \$39-\$125

May 16 – Juanes La Vida, 8:00 p.m. \$35-\$84.50

May 17 – SaberCats vs. Utah, 7:30 p.m. \$18-88

May 24 – SaberCats vs. Colorado, 7:30 p.m. \$18-88

May 28 – The Cure, 7:30 p.m. \$35-\$65

June 6 – Kanye West, 7:00 p.m. \$39.50-\$75

June 14 – SaberCats vs. Tampa Bay, 7:30 p.m. \$18-88
June 15 – Lipizzaner Stallions, 2 p.m. & 6 p.m. \$19.50-\$29.50
June 19 – AM&I Fight Night at the Tank, 7:30 p.m. \$25-\$95
June 21 – SaberCats vs. Georgia, 7:30 p.m. \$18-88

Tickets to all HP Pavilion events are available at the HP Pavilion Ticket Office, Ticketmaster Ticket Centers, online at ticketmaster.com, or charge by phone at (408) 998-TIXS, (415) 421-TIXS, or (510) 625-TIXS.

Opera San Jose brings down the curtain on its 2007–08 season with Mozart’s ever-popular fantasy, *The Magic Flute (Die Zauberflöte)*. Eight performances are scheduled from April 19 through May 4 at the California Theatre, 345 South First Street in downtown San Jose. Written by Mozart in the last year of his life, *The Magic Flute* has been in the standard repertoire since 1791 and shows the full range of Mozart’s genius, with music ranging from incandescent arias to simple folk songs. Tickets are \$66-\$88. This production is made possible, in part, by a grant from the City of San Jose. For more information, call 408-437-4450 or visit www.operasj.org.

At the **San Jose Repertory Theatre**, the 2007-08 season continues with the World Premiere Adaptation of Jeffrey Hatcher’s intriguing Victorian tale of split personality, *Dr. Jekyll & Mr. Hyde*, which runs May 10-June 8. The season closes with the **Reduced Shakespeare Company’s All the Great Books (Abridged)**. Dickens? Proust? Longfellow? Sounds like a drab English class you took every opportunity to miss? Not when it’s a lesson unleashed by the Bad Boys of abridgement! Reduced Shakespeare Company: All the Great Books (Abridged) is an outrageously sharp comedic compendium of the world’s greatest books. London’s longest-running comedy troupe lets loose on San Jose from June 21-July 20. For more information, call 408-367-7255 or visit www.sjrep.com.

A special exhibit opened at **The Tech Museum of Innovation** on April 3. *Nobel! 100 Years of the Nobel Prize* celebrates the extraordinary people who have won the prestigious Nobel Prize. The exhibition features video interviews of the Nobel laureates, who tell their fascinating stories and reflect on their passions for their work and the spirit of creativity and innovation. This exclusive Northern California showing also features portraits of some of the laureates—including local Bay Area laureates—by science photographer Volker Steger. At the beginning of April, the Tech Museum also welcomed a new IMAX movie entitled *Sea Monsters: A Prehistoric Adventure*. Produced by National Geographic, *Sea Monsters* was 82 million years in the making. Be transported back to the Late Cretaceous period and accompany a team of paleontologists as they work to solve an 82 million year mystery. For more information, visit www.thetech.org.

NEIGHBORHOOD NEWS – DOWNTOWN SAN JOSE

Groundwerx Ambassadors get around on foot, bicycles, and Segways, promoting safety, ensuring people know what’s going on, and showing them downtown San Jose like few others can. Whether someone is in need of directions to the nearest freeway or accompaniment to a parked car, Groundwerx Ambassadors lend a helping hand with a smile. The **Downtown San Jose Farmers’ Market at San Pedro Square**, a cozy outdoor market located along a charming block of San Pedro Street, starts up again. Fridays, beginning May 2 from 10 a.m.-2 p.m. Summertime comes alive with **Music in the Other Park**, which brings free outdoor concerts featuring major-league acts every Thursday night in June to beautiful and historic St. James Park in downtown San Jose. Bring lawn chairs and some friends to one of downtown’s most intimate outdoor concert venues. Thursdays, June 5-26, 5:30-8:45 p.m. Later in the summer, **Music in the Park** celebrates 20 years of free outdoor concerts in the heart of downtown San Jose. Artists from local to international stature grace the stage at Plaza de Cesar Chavez, performing music from a variety of genres. Join in the celebration and enjoy one of downtown San Jose’s most anticipated concert series. Thursdays, July 10-September 4, 5:30-8:45 p.m. Movie fans are encouraged to come together at **Cinema San Pedro** for free movies at dusk in San Pedro Square, held 8 consecutive Wednesdays from July 9–August 27. Film enthusiasts can also check out **Cinema St.**

James for free movies at dusk in St. James Park, held 6 consecutive Saturdays from July 19-August 23. These weekly screenings are BYOC - Bring Your Own Chair. Attendees can sit back and relax, grab a snack or a dinner, and then watch a classic movie. It's best to arrive early, not only for the best seat, but to participate in fun games and amusing antics. **SJdowntown.com** invites the world downtown with a revamped web portal featuring three new dynamic sections: Go Play, Live Here, and At Work. Information-packed and user-friendly, the launch of the new site gives visitors, residents, and employees access to "all things downtown" right at their fingertips. The rebuilt site will be up at the end of April. For more information, call 408-279-1775 or visit www.sjdowntown.com.

Caffe Trieste, the espresso pioneers of the West Coast, has been serving coffee in their original location for over 50 years. Known for an authentic environment and combination of music, poetry and art, downtown will get a little taste of old Italy at Caffe Trieste's newest location at 315 S. First St. For more information, visit www.caffetrieste.com.

The recently re-opened **Camera 3**, 288 S. Second St., brings together independent and foreign films, live comedy, an urban café, and event venue all under one roof. With new surround-sound equipment and plush pillow-back chairs, Camera 3 is an entertainment destination where you'll find more than just movies. For more information, visit www.cameracinemas.com.

South First Fridays, a monthly gallery walk through the South First Area (SoFA) the first Friday of every month, now includes a pedicab option to get around from venue to venue. Each first Friday, 8 p.m. until late. For more information, visit www.southfirstfridays.com.

ATTRACTION ACTION

California's Great America, Northern California's premier entertainment destination, is now open for the 2008 season. In addition to a new name this season, the 100-acre combination theme and water park is offering a wide-variety of exciting, new entertainment options that every member of the family can enjoy. Taking riders head-over-heels this season is **FireFall**, an extreme thrill ride that sends 40 brave riders to a height of sixty-feet and subjects them to a series of high-speed inversions. As if that's not enough, while spinning, flipping, and turning, this already unique three-minute ride experience is enhanced with in-your-face fire and water special effects. FireFall is scheduled to open this spring and promises to be the hottest ticket in 2008! Adding to its already stellar entertainment program, California's Great America will be offering yet another opportunity for park goers to beat the heat this summer with the debut of *Endless Summer on Ice*, which takes the stage May 31. Taking place in the newly-named "Great America Theater," the 30-minute ice spectacular will feature an ensemble of professional ice skaters, lavish sets, dazzling costumes, and an upbeat soundtrack that's sure to have guests dancing in their seats. With so much to see and do, the park will offer extended operating hours during the majority of the summer. Staying open as late as 10 p.m., park goers can enjoy the park even later, giving them more time to experience many of the new attractions awaiting them this season. For more information, visit www.pgathrills.com.

SPORTS SHORTS

San Juan Oaks Golf Club, in Hollister, has now started accepting applicants for an Annual Pass Program that allows golfers to play unlimited golf anytime at the club. Other amenities included in the program are: unlimited cart usage, unlimited practice range usage, reduced guest fees, 35-day advanced tee time reservations, 10 percent off in the golf shop and restaurant, and private locker usage. Passes for non-San Benito County residents start with a \$225.00 initiation fee and \$250.00 a month. The **1st Annual Condor Classic Bicycle Ride** will be held at San Juan Oaks Golf Club on October 11. The Ride invites participants to pick a route and sample some of California's most scenic landscape in San Benito County, which offers an all-too-rare mix of scenery, light traffic, ideal weather, and history. All rides are fully supported and invited to a post-ride feast. The ride fee is \$55.00 per person and kids under 17,

accompanied by a paying adult, are \$15.00. Proceeds from the event benefit the Pinnacle Partnership. For more information, visit www.condorclassic.com. During the week of Oct. 27–Nov. 1, San Juan Oaks Golf Club will host a first stage **PGA TOUR Qualifying Tournament**. A field of 80 players will compete for four days with the ultimate goal of achieving their TOUR cards and becoming eligible to enter PGA TOUR events in 2008. San Juan Oaks has served as a PGA TOUR Stage One qualifying site since 2001. Guests are welcome to come out and cheer on their favorite players. For more information, call 831-636-6115 or visit www.sanjuanoaks.com.

TRANSPORTATION TIDBITS - AIRPORT UPDATE

Mineta San Jose International Airport recently announced many exciting developments, including new flights. **JetBlue** announces new service in May between San Jose and Long Beach, the latest addition to the cities served by SJC. In addition, **Southwest Airlines** has increased its service between San Jose and Denver, now offering three flights a day.

The Airport, currently undergoing a major upgrade, will have much more space for concessions in both the upgraded Terminal A and the new Terminal B, with recommendations for **exciting shops and restaurants** now scheduled for City Council consideration in mid-May. Work will begin soon on the **new ground-level ticketing lobbies** that will replace the ticketing area now on the second level of Terminal A. Once the new ticketing lobbies are in service early in 2009, the airport can start work on doubling the capacity of TSA security checkpoints on the second level. Expansion of Terminal A has also begun on the "air side" of the terminal that will provide additional space for new concessions and more comfortable passenger hold rooms. The new space currently is scheduled to be in service in the first half of 2009 and most of the Terminal A upgrades will be completed by mid-2009. The site for the new Terminal B has now been cleared for construction and work on the foundation for Terminal B is scheduled to begin in May. The remainder of Terminal C will stay in service until the new terminal is open for service in mid-2010. Terminal B will provide ticketing, security, and baggage claim support for the gates in the North Concourse, which is on schedule to be done by the end of this year.

Construction is well underway for the **new 3350-space rental car and public parking garage** that is being developed across the road from Terminal C and the North Concourse. Work should be done by the end of June and the garage structure itself will start taking shape this fall. For more information, visit www.sjc.org.

About Team San Jose

Team San Jose's mission is to ensure that San Jose's Convention Center and Cultural Facilities are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses within the City of San Jose. Team San Jose's board includes local hoteliers, organized labor, the arts, and the Convention & Visitors Bureau.

About The San Jose Convention & Visitors Bureau (SJCVB)

The San Jose Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well-being of San Jose by marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a wide range of services to ensure a successful event and fun visit to San Jose. To receive a copy of the Bureau's Meeting Planning Guide or Official Visitors Guide, please contact the SJCVB at 1-800-SAN-JOSE (1-800-726-5673) or visit www.sanjose.org.

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