



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**CONTACT:** Jeanne Sullivan, 650-215-8156  
[jsullivan@sanjose.org](mailto:jsullivan@sanjose.org)  
Meghan Horrigan, 408-792-1175  
[mhorrigan@sanjose.org](mailto:mhorrigan@sanjose.org)  
Sarah Hildenberger, 408-792-4101  
[shildenberger@sanjose.org](mailto:shildenberger@sanjose.org)

**WHAT'S NEW IN SAN JOSE**

*The city is equipped and all set for a summer packed of fun activities for everyone!*

**SAN JOSE, CA** (July 17, 2008) – As San Jose kicks into its summer festival season, the San Jose Convention & Visitors Bureau announces hot deals on local hotels for some of San Jose's coolest events, such as [The Comcast San Jose Jazz Festival](#) August 8-10 and the [San Jose International Mariachi Festival](#) September 24-28 – with weekend rates as low as \$82 per night. Hotel packages will soon be available online for the Leonardo: 500 Years into the Future exhibit -- the world premiere of the largest, most comprehensive exhibit of the innovative art, science and engineering works of Leonardo da Vinci and his contemporaries -- at the [Tech Museum of Innovation](#) September 28-January 4.

Below are some additional visitor industry developments going on this summer and beyond:

**HOTEL HAPPENINGS**

***ENHANCEMENTS/OPENINGS/RENOVATIONS***

**Dolce Hayes Mansion** recently completed the installation of all new beds and bedding. The luxurious bedding package includes 300 thread count sheets and 1000 thread count duvet covers. This summer, the Mansion will begin installation of flat screen TVs and safes capable of holding a laptop computer. Dolce Hayes Mansion is offering a **Summer Sizzling package** good on Friday, Saturday and Sunday nights through Labor Day weekend. The package includes deluxe guest room accommodations plus a \$25 gasoline gift card for each night of their stay. The gift card good at all Shell gas stations. There are a limited number of rooms available at this special rate of \$149 a room, per night. For more information, please visit [www.hayesmansion.dolce.com](http://www.hayesmansion.dolce.com) or call 408.226.3200.

**Doubletree Hotel San Jose** is in the process of a \$300,000 remodeling to their casual dining restaurant called Sprigs, formally known as Coffee Garden. Expected to open this August, Sprigs will feature a modern yet relaxing look and feel with cool earth tones similar to the hotel's recently re-done presidential suites. While dining, guests can catch up on the latest news, sports games or watch their favorite sitcom on one of the three 62-inch flat screen televisions that will be installed throughout the restaurant. Not only is the restaurant getting a new name and facelift but a fresh new menu will be debuted as well. For more information, please visit [www.sanjose.doubletree.com](http://www.sanjose.doubletree.com) or call 408-453-4000.

### **AWARDS AND PROMOTIONS**

To help travelers contend with rising fuel prices, **Hotel Valencia** Santana Row is offering an overnight package that turns summer holiday weekends into mini-vacations with a free night's stay called "**New Math: 1 + 1 = 3**". The package rewards guests who stay two nights with a third night free at the luxury hotel, located in the heart of San Jose's newest urban area. This summer weekend package will be available during Labor Day weekend, (August 29-September 1) and includes a guestroom for two, two complimentary cocktails a Vbar lounge or Cielo's wine terrace, and deluxe continental breakfast for two in Citrus restaurant. The package offers a setting for an ideal summer getaway. For more information, please visit [www.hotelvalencia.com](http://www.hotelvalencia.com) or call 408-511-0010.

The **Fairmont San Jose** invites visitors to "**Stay and Play**" in San Jose's most luxurious hotel with four weekend packages including complimentary parking, "The Tech Museum" package, including two tickets to the Tech Museum of Innovation, "The Bed and Breakfast" package and "The Romance- A Rendezvous in San Jose", a package with breakfast for two at the Fountain Restaurant. All packages include no charge for extra luggage, free parking for hybrid cars and cookies, milk on the in-room dining menu and the freedom to bring your pets. For more information or reservations, please visit [www.fairmont.com/SanJose](http://www.fairmont.com/SanJose) or call 1-800-346-5550.

**The San Jose Convention and Visitors Bureau** has been awarded the prestigious Meetings and Conventions 2008 Gold Service Award by M&C's subscribers. Meeting planners from around the nation voted for the top convention and visitors bureaus throughout the world and selected San Jose as one of the best.

### **CULTURAL CORNUCOPIA**

Direct from Italy, **The Tech Museum of Innovation** will host the world premiere of the largest, most comprehensive exhibit ever of the innovative art, science and engineering works of Leonardo da Vinci and his contemporaries called **Leonardo: 500 years into the Future**. Located in Downtown San Jose, the exhibit will be open from September 27, 2008 through January 4, 2009. This unique exhibit combines over 200 artifacts including working models based on conceptual drawings by Leonardo da Vinci and his contemporaries plus priceless works of art from the Uffizi Gallery. San Jose is the only city in the U.S. slated to get this outstanding exhibit, designed by one of the world's leading experts on da Vinci. For more information, please visit [www.thetech.org](http://www.thetech.org) or call 408-294-TECH.

The **American Musical Theatre** presents the funny and heart-warming musical comedy about a group of unemployed steel workers who devise an improbable plan to make some quick cash by attempting to create Chippendale's-like male revue- with hilarious results in **The Full Monty**. The show is at the San Jose Center for the Performing Arts September 16-28. Ages 16+. For more information, please visit [www.amtsj.org](http://www.amtsj.org) or call 1-888-455-SHOW for tickets.

Target presents **Symphony Silicon Valley** in a free family concert. On August 24 at 3:00 p.m., Symphony Silicon Valley will perform the best loved music of musical theater, ballet, opera and symphony in Discovery Meadow, next to Children's Discovery Museum in San Jose. This includes Bizet's *Carmen* and Beethoven's *Fifth Symphony* as well as special children's activities. For more information, please visit [www.symphonysiliconvalley.org](http://www.symphonysiliconvalley.org) or call 408-286-2600.

**Opera San Jose** celebrates its 25 year anniversary with a new season with the opening of "**Eugene Onegin**", an opera based on a poem by Alexander Pushkin. Composed by Tchaikovsky, this opera has earned its place among the most important works of Russian culture. "Eugene Onegin" will run from September 6-21, 2008 in the California Theatre in Downtown San Jose. Opera San Jose will also hold a **25<sup>th</sup> Anniversary Gala Dinner and Concert** to commemorate this silver anniversary season. The Gala Dinner and Concert will take place on September 20, 2008. For more information, please visit [www.operasj.org](http://www.operasj.org) or call 408-437-4450.

**San Jose Children's Musical Theatre** will be celebrating a historic season with its 40<sup>th</sup> season this year. The theatre will be performing "**Pinocchio**" August 7-10, 2008 in the Montgomery Theatre. The timeless adventures of the puppet who yearns to be a real boy are magically brought alive with this charming musical adaptation of the beloved children's classic. San Jose Children's Musical Theatre is now on the nation's largest youth musical theater and training program of its kind. For more information, please visit <http://beta.cmts.org/> or call 408-288-6241/

### **NEIGHBORHOOD NEWS – DOWNTOWN SAN JOSE**

The **Downtown San Jose Farmers' Market at San Pedro Square**, a cozy outdoor market located along a charming block of San Pedro Street, takes place Fridays, from now until from 10 a.m.-2 p.m. now through December 2

**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 now through-September 4, 5:30-8:45 p.m.

Summertime comes alive with **Music in the Other Park**, which brings free outdoor concerts featuring major-league acts every Thursday night 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 now through 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 now through August 27.

Film enthusiasts can also check out **Cinema St. James** for free movies at dusk in St. James Park, held 6 consecutive Saturdays now through 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](http://www.sjdowntown.com).

A new **summer movie night series** at the historic California Theatre has opened, sponsored by Team San Jose and the San Jose Convention and Visitor's Bureau. Every Thursday evening, from 6:30 p.m. – 9 p.m., the theatre welcomes guests to listen to the "Mighty Wurlitzer" Organ Player perform before and after the show, take pleasure in two classic cartoons and then sit back and relax for the feature movie. All movies cost \$5 and guests will receive a coupon for free popcorn during the show upon entry. On August 7, "True Grit" will be showing and on August 14 will be West Side Story. For more information, please visit [www.sanjose.org](http://www.sanjose.org) or call 1-800-SAN-JOSE.

Downtown San Jose will be taken over by **NVISION 08**, Nvidia's first-ever visual computing mega-event taking place on August 25-27, 2008. The three-day event is for professionals and enthusiasts who are passionate about visual computing. One of the most anticipated events during NVISION 08 will be the 5<sup>th</sup> Annual iGames Expo. This Expo provides a rare opportunity for current and potential game center owners to network, attend seminars, and learn about new technology in their business and industry. San Jose has also helped this event 'Go Green' in several ways including a 'green manifesto' given to all vendors and exhibitors and adopting PG&E's Climate Smart Program. For more information, please visit [www.nvision2008.com](http://www.nvision2008.com) or call 1-800-543-8096.

### **ATTRACTION ACTION**

**California's Great America**, Northern California's premier entertainment destination, is now open for the 2008 season through August 25. 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. While spinning, flipping, and turning, this already unique three-minute ride experience is enhanced with in-your-face fire and water special effects. Great America will be offering another opportunity to beat the heat this summer with the debut of **Endless Summer on Ice**, a 30-minute ice spectacular will feature an ensemble of professional ice skaters, lavish sets, dazzling costumes and an upbeat soundtrack. The park will offer extended operating hours, staying open until 10 p.m. all summer long. For more information, please visit [www.cagreatamerica.com](http://www.cagreatamerica.com) or call 408-988-1776.

### **SHOPPING SPECIALS**

San Jose's premier shopping destination, **Santana Row**, recently announced six new retailers scheduled to open this summer: **Vera Bradley**, maker of quilted cotton luggage, handbags and accessories; yoga-inspired athletic apparel company **Lululemon Athletica**; specialty baker Kara's Cupcakes; **Puripan Tea Garden**, Korean-based purveyors of fine teas; designer shoe boutique **Footcandy**; and **Boutique Harajuku**, a women's boutique. Also coming up September 12-14 is **Fall Fashion in the Park**, Santana Row's annual showcase of the latest fall styles. The three-day event will feature six runway shows, each benefiting a local charity. For more information, visit [www.santanarow.com](http://www.santanarow.com) or call the Santana Row Concierge Center at 408-551-4611.

**Gilroy Premium Outlets** announces the opening of new stores **Aldo, Volcom and Zumiez**, with **Calvin Klein Women's** scheduled to open this month and **Disney Character Warehouse** opening Summer 2008. They are among the 145 stores including Ann Taylor, Banana Republic Factory Store, Coach, Nautica, Polo Ralph Lauren, Tommy Hilfiger and more where shoppers can save 25 - 65 percent on brand names and designer labels every day. Upcoming events include the AAA Member Appreciation Day on Saturday, August 16 and the Labor Day Sidewalk Sale from August 29 to September 1. For more information, please visit [www.premiumoutlets.com/gilroy](http://www.premiumoutlets.com/gilroy) or call 408-842-3729.

### **SPORTS SHORTS**

The **San Jose Giants** present 95.3 KRTY's **Outlaws in the Outfield**, featuring Jason Aldean and Emerson Drive. Don't miss KRTY's party of the year at Municipal Stadium on August 29th, gates open at 5:00 p.m., show begins at 7:00 p.m. Tickets are available online or at the Municipal Stadium Box Office. For more information, please visit [www.sjgiants.com](http://www.sjgiants.com).

### **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 (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 <http://www.sanjose.org>.