

## **Gallen.Neilly**

Market Positioning & Media Strategies  
1981 North Broadway, Suite 400, Walnut Creek, CA 94596  
Tim Gallen . Andrew Neilly

**Contact:**  
Tim Gallen  
Gallen.Neilly  
(925) 930-9848  
[Tim@Gallen.com](mailto:Tim@Gallen.com)

### **May 7 First Friday Celebration to Feature Oakland Fashion Designers' Work**

Oakland, CA (May 6, 2010) – The Downtown Oakland Association and Lake Merritt/Uptown District Association are pleased to announce that this month's 'First Friday' celebration (Friday, May 7) will include window displays featuring the work of several Oakland-based fashion designers. The designers' work will be on display in street-front windows in buildings between Telegraph and 18<sup>th</sup> Street.

By featuring Oakland fashion designers in the window displays, the Downtown Oakland Association and Lake Merritt/Uptown District Association hope to provide visibility and support for young designers, to support the creative arts & art education and to create opportunities for Oakland residents to buy local.

Other First Friday events include the 'Great Wall of Oakland', a 100-foot by 100-foot multimedia "screen" on the back wall of 2201 Broadway onto which art displays and short movies are projected from sundown onward. The Wall faces West Grand Avenue between Broadway and Valley Street, next door to Luka's Taproom and Lounge <<http://www.lukasoakland.com/>> in Oakland's Uptown district.

For more information on the Oakland fashion display, please contact Steve Snider, Downtown Oakland Association and Lake Merritt/Uptown District Association: (510) 238-1122