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**Press Release:**

## **InOak Hosts Second Annual End-of-Year Digital Industry Meet-Up In Downtown Oakland**

Oakland, CA – October 21, 2011 – InOak, the emerging digital industry business association in Downtown Oakland, will hold its second annual end-of-year digital industry event on October 27 from 5pm-8pm at the Rooftop Garden at Kaiser Center. The InOak group, founded by Joe Kennedy of Pandora, Patrick Hurley of Skytide, Alex Bernstein of North Social and other Oakland business leaders, is helping to organize and connect the growing number of innovative, technology driven digital, social media and green technology industry firms that have taken root, along with Pandora's long-term success, in locating in the Lake Merritt/Uptown, Downtown and Jack London Square Districts.

This event will expand on the success of [STARTUP Oakland](#), a recent Oakland event hosted by DBL investors that drew a standing room only crowd of Bay Area entrepreneurs to the Den at the Fox Theater. Councilmember Rebecca Kaplan will present the First Annual InOak Innovator Awards to several prominent Oakland companies and organizations revolutionizing the use of technology to create hundreds of Oakland jobs. Categories for the awards include: the InOak Clean Tech Innovator, the InOak Digital Media Innovator, the InOak Investment Innovator and the InOak Open Source Innovator.

InOak is sponsored by The Downtown Oakland and Lake Merritt/Uptown District Associations & Comcast. The InOak Planning Committee also includes representatives of Pandora, Skytide, Oakland Local, TechLiminal, and iDOTconnect.

For more information, visit: [www.inoak.net](http://www.inoak.net) or <http://innovateoakland.localon.com/Events>

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**About the The Downtown Oakland and Lake Merritt/Uptown District Association:**

The Downtown Oakland and Lake Merritt/Uptown District Association were formed in February 2009. Property owners in both Downtown Oakland and the Lake Merritt/Uptown Districts voted by a margin of almost 8 to 1 to support a voluntary property tax to fund services that would improve the quality of life in their respective communities. The associations meet and function jointly. Services funded by these Districts include maintaining cleanliness and order in the public rights of way, improving district identity and advocating on behalf of the area's property owners, business owners and resident.

**About InOak:**

## Gallen Neilly

InOak (or [InOak](#)) was founded in March 2010 as a technology business collaborative by a group of business people with the understanding that Oakland's business community is its own best ambassador for attracting and retaining the innovative, technology driven companies that are key to growing Oakland's economy and job base.