

For Immediate Release:

The Island JAM : Not the Same Ho-Hum Street Fair
Dad's Day Takes Center Stage Along Alameda's Historic Webster Street

Alameda, CA – April 18, 2017 – The Alameda Chamber of Commerce is excited to announce the 2017 Island JAM, Alameda's premier family fun event, will kick off the summer June 17 and 18, continuing its Father's Day tradition of fun for the whole family. The Island theme and county fair atmosphere distinguishes the Island Jam from other ho-hum street fairs, attracting thousands of fair-goers from all over the Bay Area who long for the sights and sounds of the Islands.

Dad's Day takes center stage along Alameda's historic Webster Street with six full blocks of carnival rides, new artists, food trucks and live music on two stages.

"The Island awaits", said Michael McDonough, president of the Alameda Chamber of Commerce. *"We are creating a carnival atmosphere with attractions designed to give Dad's Day a new twist. Forget neck ties for Father's Day! Give Dad what he really wants...Fun for the Whole Family."*

The 2017 ISLAND JAM will feature fine artists and unique gift ideas from all over the Bay Area. New to this year's Jam will be the addition of the "Business Expo on the Street" which will dedicate a full block to showcase the goods and services of Alameda Chamber of Commerce members. For the first time in Alameda's history, this new addition will give attendees of the event access to the thriving business community of Alameda, all on one street.

Local libations from Faction Brewing, Rock Wall Wine Company and Rosenblum Cellars will be the perfect complement to the Food Truck Pavilion. Live Island music from Alameda Battle of the Bands winners Soulstice, Latin rock legends Mio Flores, Rafael Ramirez and Internationally acclaimed Josh Jones with his Latin Dub Stars will be the icing on the cake of two full days of entertainment. New carnival rides, boardwalk games, the Giant Fun Slide, Ferris wheel and more promise to make this a Father's Day event you'll never forget.

"Our plan is to produce a West End spectacle like no other", said Mark Sorensen, the Chamber's Executive Director. *"We've upgraded the attractions to make Alameda a Father's Day destination for Island lovers across the entire Bay Area."*

Event sponsors include Catellus, AC Transit, Alameda Hospital, Bay Ship and Yacht, Argosy University, State Farm/Kelly Lux, AEC Living, 1st Community Bank, Rock Wall Wine Company, Rosenblum Cellars, Faction Brewing, Alameda County Industries, Island Print and Bay Crossing.

For more information visit www.alamedachamber.com

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About Alameda Chamber of Commerce

The Alameda Chamber of Commerce works to encourage business growth and development through business advocacy, business education and promotional opportunities for its members.

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