



**FOR IMMEDIATE RELEASE:**

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**3<sup>rd</sup> Annual SB Open Streets**  
**Saturday, Oct. 24<sup>th</sup> 10 a.m. – 4 p.m.**

**Final Application Deadline for Organizations/Sponsors – Sept. 30<sup>th</sup>**

2 Miles of Cabrillo Blvd. (from Anacapa Street to the Bird Refuge)  
will be closed to traffic and opened for fun and fitness for SB Open Streets!

**About SB Open Streets** (<http://www.sbopenstreets.org>)

Last year over 15,000 people of all ages participated in more than 100 fitness classes and activities along 2 miles of Cabrillo Blvd.! The Open Streets Planning Committee invites the entire community to come out and get active for our 3<sup>rd</sup> annual event on Oct. 24, 2015.

**Here are a few ways to get involved:**

**1. Sign up to provide a free fitness class, dance class or activity for any age group and promote your organization to 15,000 people!** We'll provide the space or stage, sound equipment and add you to the line up! Examples include: Yoga, Zumba, Martial Arts, Dance, etc. The sky's the limit. Provider fees range from \$50 - \$150 and include sponsorship benefits to promote your organization. **The application deadline is Sept. 30.** Find out all the details and download an Activity Provider guide here: [www.sbopenstreets.org/participate](http://www.sbopenstreets.org/participate)

**2. Save the date for the SB Open Streets RUN WILD 5K Walk and Run at 10:30 AM on October 24 – Reduced rate race fees until Sept. 24.**

Prepare your animal costume for a 5K run or walk with a loop through the zoo! There's a free 1K Kids Fun Run too. Prizes for best dressed! Registration at 9:30 AM; race starts at 10:30 AM with a post party. \$30 Registration helps raise funds for SB Open Streets events!

<http://sbopenstreets.org/run-wild-5k/>

**3. Be part of the Open Streets movement – volunteer and enjoy activities!**

Volunteering satisfies our need to be part of something bigger than ourselves. It takes over 150 volunteers to make SB Open Streets a reality. Volunteer for a couple hours, then go have fun in

one of the 100 free activities in the street! Sign up online for a short shift between 7:30 AM and 8 PM and get a sweet SB Open Streets volunteer swag bag and meet a bunch of fun folks in the process. <http://www.sbopenstreets.org/volunteer>

**4. Help Santa Barbara Open Streets grow into the premiere health and wellness event in the Santa Barbara region – make an individual \$50 donation and get a free SBBIKE membership today.**

“With child obesity rates soaring and kids choosing screen time over physical play, Open Streets initiatives that promote physical fitness are more important than ever, said Robin Elander, SB Open Streets Coordinator. “It’s necessary for us to build funds to grow SB Open Streets and the important community partnerships that make it a success. To this end, we’ve partnered with SBBIKE as our nonprofit fiscal sponsor for our 3<sup>rd</sup> annual event so we can give our individual donors and business sponsors great perks to local businesses for their support in helping us reach the diverse segments of our community. **More info on SBBIKE membership benefits:** <http://www.bicicentro.org/membership> Make your donation and get your membership here: [www.sbbike.org/donate](http://www.sbbike.org/donate)

**5. Offer a perk or discount and promote your business to 15,000 active community members.**

**Free** – As part of SB Open Streets’ partnership with SBBIKE, all you have to do is offer a discount or perk from your business to SBBIKE members for your business to be included as a sponsor and access a new audience. Want to help us go the extra mile? We’ve got your back with the benefits for levels \$500 and above.

Learn more about becoming a sponsor at [www.sbopenstreets.org](http://www.sbopenstreets.org)

**sb open streets**  
¡CALLES VIVAS!

**Saturday, October 24**  
10:00 AM - 4:00 PM

*Closed to cars and open to fun activities for the whole family!*

For a full list of **ACTIVITIES**, visit:  
[sbopenstreets.org/participate](http://sbopenstreets.org/participate)

Sponsored by: **YARDI**, Santa Barbara County Arts Commission

Coordinated by: **SBBIKE**, Santa Barbara County Public Health Department

Marketing assistance provided by: **Traffic Solutions**

Donate today and help build a strong community: [www.sbopenstreets.org/donate](http://www.sbopenstreets.org/donate)