



Press Release

Office of Economic Development

FOR IMMEDIATE RELEASE

Contact

Steven Brewster
(415) 577-8851 mobile
San Jose Office of Economic Development
steven.brewster@sanjoseca.gov

MATTSON TECHNOLOGY SAN JOSE ViaVelo TO TURN BUSY STREET INTO CAR-FREE, CAREFREE PROMENADE

First "open streets" event ever in the South Bay

Multitude of activities—from rollerblading to dancing in the streets—puts focus on fun and healthy lifestyles

SAN JOSE, CALIF., MAY 13, 2010—The **San Jose Cycling Classic** presents the **Mattson Technology San Jose ViaVelo: Urban Free-wheelin' Fun!**, 10 a.m.-3 p.m., Sat., May 15 on San Fernando Street, between Third Street and Highway 87 in Downtown San Jose.

The **Mattson Technology San Jose ViaVelo** will transform San Fernando Street into a car-free promenade to gather, to bike, walk, skate, dance, stroll, play games, just have a great time and enjoy a sunny May day in a care-free environment. Events such as this have been held all over the world, but have yet to hit San Jose streets until now.

Co-produced by the City of San Jose and the Silicon Valley Bicycle Coalition, this kick-off event for the **San Jose Cycling Classic's** week-long celebration of cycling activities, that culminates with the return of the **Amgen Tour of California**, will include a family fun rides, organized dancing and on-street dance lessons, organic cooking demonstrations, "fixie" bike trick competition, community booths, on-site bike tune-ups, green lifestyle and commuting information sessions and activities, live music and many other free diversions.

To officially welcome the community to the **Mattson Technology San Jose ViaVelo**, dignitaries, elected officials and other VIPs will take part in a ceremonial ride noon, May 15, on San Fernando Street beginning at Third Street and finishing at San Fernando between Delmas and Almaden Blvd. This will be followed by a brief program, at 12:15 p.m., on a stage located on San Fernando adjacent to the Adobe complex, featuring Corinne Winter, executive director, Silicon Valley Bicycle Coalition; San Jose Mayor Chuck Reed; David Cortese, supervisor, Santa Clara County; David Dutton, president and CEO, Mattson Technology and Carl Guardino, advisory board chair, Silicon Valley Bicycle Coalition, and president and CEO, Silicon Valley Leadership Group and other officials and leaders.

"The San Jose ViaVelo is a time for everyone to reclaim the road and enjoy an urban environment—without cars," said David Dutton, president and CEO, Mattson Technology. "It's important for the community to come together, enjoy some outdoor activities and feel comfortable on foot, on a bike or even a skateboard. It's our hope that attendees will continue to be active and consider alternative forms of transportation when traveling in an urban environment."

Programming for the **Mattson Technology San Jose ViaVelo** is diverse and widely-varied to appeal to the whole community. Each block of San Fernando Street between Highway 87 and Third Street will carry a different theme—ranging from green living to cycling and kids activities. Highlights along San Fernando Street include:

- **Block One: The Children's Block**, sponsored by Kaiser Permanente, that includes the Children's Performance stage provided by Santa Clara County Supervisor David Cortese, between Delmas and Almaden Blvd.
- **Block Three: Healthy Living**, between Almaden Ave. & San Pedro
- **Block Four: Bicycle Shops and Cycling Community Groups**, between San Pedro & Market
- **Block Six: Transit Organizations and Activities**, between First & Second
- **Block Seven: Healthy Living**, between Second & Third
- **Block Two**—between Almaden Blvd. & Almaden Ave.—and **Block Five**—between Market & First—are devoted to space for everyone to enjoy open streets and their own impromptu activities.

For those on a bike, five different themed guided bike rides which San Jose neighborhoods and attractions begin on Block Four, San Fernando between San Pedro and Market, starting at 10 a.m. and continue throughout the Mattson Technology San Jose ViaVelo. Tours will include the Alameda/Shasta-Hanchett Neighborhood, William Street corridor and the Guadalupe River Park Trail and Japantown as well as an "over under tour," a self-guided bike tour of bike trails and pedestrian bridges.

Organizations and performers present at the event will include:

4 C's Community Child Care Council of Santa Clara County, Inc.	East Santa Clara Street Business Association	Pacific Coast Farmer's Market Association
Alzheimer's Association	First 5 Santa Clara County	REI
American Diabetes Association/ Tour De Cure	Greenbelt Alliance	San Jose Bike Party
Bicycle Express	Guadalupe River Park Conservancy	San Jose Livestrong Challenge
Blendz	Hyland Family Bicycles	Santa Clara County Office of Education: FFL Program
Broadway San Jose	iMinusD Fixed Gear Boutique	Santa Clara County Supervisor David Cortese
CalTrain	Indian-Fusion Dance Academy	Shasta/Hanchett Neighborhood Association
Chipotle Mexican Grill	Jackie Rocks Band	Soula Power Yoga
City of San Jose Environmental Services Integrated Waste Management	Kaiser Permanente	Silicon Valley Bicycle Coalition
City of San Jose Solar Program	Lucile Packard Children's Hospital	Silicon Valley Bicycle Coalition Bicycle Exchange
City of San Jose, DDT	Mix 106	Team In Training
Councilmember Rose Herrera	Moonshiner- A Dylan Tribute	The 88
County of Santa Clara Home Composting Education Program	National Brain Tumor Society	Traffic Safe Communities Network/Santa Clara County Public Health
County of Santa Clara Parks	New Hope Chiropractic	Transform
Dave Stein Band	Office of Supervisor Dave Cortese	Vovinam Lion Dancers
Dept. of Meteorology and Climate Science at San Jose State University	One Eye Mind	Valley Transportation Authority
	Our City Forest	YWCA
	Over & Under	
	Overfelt High School	

“We are extremely excited to be part of a global movement to open up city streets for the community to use for walking, cycling, and other human-powered fun and invite everyone in the region to come out join us,” said Winter.

For more information, please visit www.sanjosecyclingclassic.com

For more information on the Amgen Tour of California, please visit www.amgentourofcalifornia.com

ABOUT THE SAN JOSE CYCLING CLASSIC

The San Jose Cycling Classic will be held May 15-20 throughout San Jose in conjunction with the upcoming Amgen Tour of California. The multi-pronged event will encompass professional, amateur and community cycling activities, including the first-ever Mattson Technology San Jose ViaVelo, the SunPower King of the Mountain Ride, non-competitive timed ride, and the Webcor Builders Executive Challenge, cycling instruction and a cycling film night. The week of amateur and professional cycling events is expected to attract more than 5,000 cycling athletes, 20,000 spectators, participants and cycling-related exhibitors. With a race start at 11 a.m., Wed., May 19, at Park Ave. and Almaden Blvd., San Jose will be a host city for the Amgen Tour of California for the fifth year in a row. Festivities, beginning at 9 a.m., will include a healthy lifestyle festival and “autograph alley,” a designated area where cycling fans will have the opportunity to meet their favorite riders, including Lance Armstrong, who is taking part in the Amgen Tour of California as a member of the Radio Shack Cycling Team, and who is considered to be one of the greatest cyclists of all time.

ABOUT MATTSON TECHNOLOGY, INC.

Mattson Technology, Inc. is the leading supplier of dry strip equipment and the second largest supplier of rapid thermal processing equipment in the global semiconductor industry. The company's strip and RTP equipment

utilize innovative technology to deliver advanced processing performance and productivity gains to semiconductor manufacturers worldwide for the fabrication of current- and next-generation devices. For more information, please contact Mattson Technology, Inc., 47131 Bayside Parkway, Fremont, Calif. 94538. Telephone: (800) MATTSON/(510) 657-5900. Fax: (510) 492-5911. Internet: www.mattson.com.

ABOUT SUNPOWER

SunPower Corporation (Nasdaq: SPWRA, SPWRB) designs, manufactures and delivers high-performance solar-electric systems worldwide for residential, commercial and utility-scale power plant customers. SunPower high-efficiency solar cells and solar panels generate up to 50 percent more power than conventional solar technologies and have a uniquely attractive, all-black appearance. With headquarters in San Jose, Calif., SunPower has offices in North America, Europe, Australia, and Asia. For more information, visit <http://www.SunPowercorp.com>.

ABOUT SILICON VALLEY BICYCLE COALITION

The Silicon Valley Bicycle Coalition (SVBC) promotes the bicycle for everyday use because they see bicycling as a central solution to the environmental, health, and social problems facing our planet. As the world becomes more aware of the climate problems caused by pollution from the transportation sector, the Silicon Valley Bicycle Coalition points to bicycling as a very clean and healthy transportation solution. Their programs encourage bicycle and motorist awareness and teach bicyclists safe traffic riding skills. They advocate for more bicycle friendly roads and connecting the trails across the region. SVBC volunteers <http://bikesiliconvalley.org>.

ABOUT SILICON VALLEY LEADERSHIP GROUP

The Silicon Valley Leadership Group, founded in 1978 by David Packard of Hewlett-Packard, represents 285 Silicon Valley employers on issues, programs and campaigns that affect the economic health and quality of life in Silicon Valley. For more information, visit www.svlg.net.

ABOUT THE CITY OF SAN JOSE'S OFFICE OF ECONOMIC DEVELOPMENT

The San Jose Cycling Classic is being produced by the City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager, is committed to a vital, competitive San Jose economy that increases prosperity for people and companies and enhances City revenues. The Office—which includes the San Jose Office of Cultural Affairs—guides the City's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides art and cultural resources to our community. For more information, please visit, www.sjeconomy.com.

ABOUT SAN JOSE'S GREEN VISION

On October 7, 2007, Mayor Chuck Reed introduced San Jose's Green Vision, which sets 10 ambitious goals for environmental protection and economic development. This 15-year plan envisions: creating 25,000 Clean Tech jobs; building or retrofitting 50 million square feet of green buildings; installing 100,000 solar roofs (1/10 of Governor Arnold Schwarzenegger's 1 million solar roofs for California initiative); reducing per capita electricity use by half; becoming a zero waste city; recycling and reusing 100 percent of the city's water; and moving to 100 percent renewable energy. A key part of the San Jose Green vision is the creation of a Green Mobility system—an integrated and sustainable way to get from place to place. Cycling plays a significant part in making this happen. The City, recognized by the League of American Bicyclists with National Bicycle Friendly Community Award, has more than 38,000 bike commuters traveling on more than 150-miles of on-street bikeways. The City offers ongoing bike commuting classes to ensure all have access to key safety training and help transition commuters from cars to bikes. San Jose is in the midst of expanding its bikeways, including a network of trail systems, allowing residents to travel more easily by bicycle, as well as encourage exploration and education about our natural habitat so residents better understand the benefits of a healthy environment and value its preservation. For more information, visit www.sanjoseca.gov/greenvision/.

ABOUT THE CITY OF SAN JOSE

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. According to the City of San Jose's Department of Transportation, San Jose has

more than 38,000 bike commuters traveling on more than 150-miles of on-street bikeways, which helped earn the city a National Bicycle Friendly Community Award from the League of American Bicyclists. In addition, the city has one out of only 19 velodromes in the United States. Funds raised from the San Jose Cycling Classic will be earmarked to enhancing, building and maintaining the South Bay's public cycling infrastructure and promoting cycling safety and Fit for Learning, a program provided by the Santa Clara County Office of Education (SCCOE) in cooperation with Healthy Silicon Valley that addresses the crisis of childhood obesity and is a multi-faceted initiative that will increase physical activity and encourage healthy nutrition among elementary school students in Santa Clara County. For more information, visit, www.sanjoseca.gov.

###