

PRESS RELEASE

For Immediate Release

6TH ANNUAL CANNERY ROW BLOCK PARTY RETURNS TO THE ROW JUNE 7TH
Celebration includes live music, animal shows, eating contests, food drive, and more!

MONTEREY, Calif. – May 28, 2009 – The 6th Annual Cannery Row Block Party kicks off a season of summer fun Sunday, June 7, from 11:00 AM to 5:00 PM. Community members as well as visitors are invited to Cannery Row in Monterey, California, for a free day of fun and entertainment for all ages. Highlights include live music, a Family Fun Stage with live animals, a magician, and ice cream and rib eatin' contests. The event will include a food drive for the Food Bank for Monterey County, so bring a canned good or donation to help support the cause!

Beginning at 11:00 AM, three bands perform live all day on the Steinbeck Stage in Steinbeck Plaza offering a lively mix of sound. The local's favorite reggae and world music group, Jonah and the Whalewatchers, fuse Caribbean and African beats with American jazz, blues and soul. San Jose-based Zebop will follow, offering seven energetic and talented musicians performing the music of Santana with passion, dedication and originality. Finally the sultry voice of Lara Price and her blues band will complete the show.

A Family Fun Stage in the Plaza in front of Bubba Gump Shrimp Co. presents exciting and educational events for the whole family throughout the day, featuring Wild Things Animal Shows and Live Monkey Shows. Children especially can delight in primate tricks while also learning many interesting facts about the animals' origins, what they like to eat, and how they live in the wild.

More family fun can be found on Cannery Row with Mr. Miraculous the magician and a Balloon Artist. The afternoon will be deliciously filled with a Ghirardelli Ice Cream Sundae Eating Contest at 2:00 PM and, for adults, the Willy's Smokehouse Rib-Eatin' Contest at 2:30 PM.

The 6th Annual Cannery Row Block Party is free to the public. The first hour of parking is also free in the parking garage. For more information or questions about the event, please call 831.649.6690. For directions and parking information, visit www.canneryrow.com.

###

Media Contact: Shelley Gesicki at Armanasco Public Relations, Inc., (831)372-2259,
sgesicki@armanasco.com

About Cannery Row

Cannery Row was made famous in John Steinbeck's classic novel depicting life in the "the sardine capital of the world." Today, Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.