

PRESS RELEASE

FOR IMMEDIATE RELEASE

PR Contact: Betsy Wallace Jeffers
Armanasco Public Relations, Inc.
Tel: 831.372.2259
Email: bjeffers@armanasco.com

5TH ANNUAL CANNERY ROW BLOCK PARTY RETURNS TO THE ROW JUNE 1ST

Celebration includes live music, animal shows, eating contests, food drive, and more!

MONTEREY, Calif. – May 22, 2008 – The 5th Annual Cannery Row Block Party kicks off a season of summer fun Sunday, June 1, 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 Cannery Row Getaway Prize Drawing, 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 June 1st, three of Monterey's favorite bands perform live all day on the Steinbeck Stage in Steinbeck Plaza. Jonah and the Whalewatchers, the premier reggae and world music group, fuse Caribbean and African beats with American jazz, blues and soul, followed by blues band Red Beans & Rice, offering guests up-tempo and danceable blues. Chicano All Stars rock into the afternoon with a great mix of Latin rock, old school, classic rock 'n roll and Santana tunes.

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 and a baby monkey 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. Finally, all Cannery Row Block Party-goers can enter to win a \$700 *Cannery Row Getaway Prize Drawing*.

The 5th Annual Cannery Row Block Party is free to the public. For more information or questions about the event, please call 831.649.6690. For directions and parking information, visit www.canneryrow.com.

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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.