



# **NEWS RELEASE**

## **COUNCIL PRESIDENT BEN HUESO**

### **Eighth District**

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Date: October 29, 2009

Contact: Michelle Ganon  
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For Immediate Release

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## **Celebrating a Lighter, Brighter Portion Along East San Ysidro Boulevard**

SAN DIEGO – Today, Council President Ben Hueso joins members of the City of San Diego’s Redevelopment Agency and San Ysidro Business Association at a rolling block party to celebrate the installation of 21 new decorative lights along a nearly half-mile commercial stretch from 301 to 637 East San Ysidro Boulevard. “Quality of life includes many components,” says Hueso. “These lights will enhance and define a vibrant commercial area. As a practical matter, lights improve public safety.”

The block party will begin with brief remarks from Council President Hueso, Carlos Vasquez from the San Ysidro Business Association, and Robert Chavez from the Redevelopment Agency. Local musicians will play, refreshments will be served, and the lights will be lit. In fact, each new light will be acknowledged individually, as the community will sing a song in front of each one.

Seventy businesses will be impacted by the new lights, in an area that includes 70 businesses. San Ysidro, a vibrant international community, with the busiest border crossing in the world, has a diverse economic base. “On this particular stretch of E. San Ysidro Blvd., the very heart of the commercial corridor there were only six lights. Now the entire community can celebrate 21 additional lights in the same space,” said Steve Otto. “The project not only improves conditions for public safety, it adds a very attractive public improvement!”

The new lights were installed as part of a \$580,000 allocation by the City’s Redevelopment Agency. When all work has been completed, San Ysidro will be brighter by 61 lights. In addition to the 21 decorative lights installed along East San Ysidro Blvd, and 24 pole attachment lights that have also been installed, 16 Cobra lights are on schedule for completion by Spring 2010.

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# CELEBRATION OF LIGHTS

San Diego City Council President Ben Hueso  
City of San Diego Redevelopment Agency  
And the  
San Ysidro Business Association

Invite You to Participate

## *Rolling Block Party*

**Thursday, October 29**

**5:00 - 6:30 PM at the**

**CVS Parking Lot, 444 E. San Ysidro Blvd.**



Please join us for refreshments: from 5:30 - 6:30

*Stroll with Council President Ben Hueso and local musicians for a Ribbon Cutting Ceremony, along San Ysidro Boulevard as we celebrate the completion of 21 decorative lights.*



City of San Diego  
Council District Eight





# **PRESS ADVISORY**

**COUNCIL PRESIDENT BEN HUESO**

**Eighth District**

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Date: October 28, 2009

Contact:

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For Immediate Release

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## **We'll supply the Lights and the Action – you supply the cameras!**

Join Council President Hueso at San Ysidro's Rolling Block Party  
Thursday evening from 5:00-6:30 p.m.

**WHAT:** A rolling block party to celebrate 21 new decorative lights that will illuminate 70 businesses along a nearly ½ mile stretch from 301 East San Ysidro Blvd. to 637 East San Ysidro Blvd.

**WHEN:** **Thursday, October 29, 2009**  
**5:00-6:30 p.m.**

**WHERE:** **CVS Parking Lot**  
**444 East San Ysidro Boulevard**  
**San Diego, CA 92173**

**WHO:** Council President Ben Hueso  
City of San Diego Redevelopment Agency  
San Ysidro Business Association Carlos Vasquez

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