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For Immediate Release: May 25, 2005

New organization represents Oakland's Jack London District residents and businesses

Jack London District Association to promote responsible planning and development, historical and cultural heritage

Oakland, California, May 23, 2005 – The Jack London District of Oakland has a long and rich heritage. Encompassing more than seventy blocks along the Estuary, it is the site of much of Oakland's earliest history. Today, the district is one of the hottest locations for development in the East Bay. In addition to hundreds of apartments, condos and loft conversions built in the past few years, more than 300 new condos are under construction or in advanced planning in the district. A \$300 million, 15-year redevelopment of Jack London Square is also under way. In order to ensure that development meets the needs of current and future residents and business owners, the Jack London District Association (JLDA) has been formed as a non-profit (501(C)(3) status pending) organization.

JLDA will work to accomplish these goals:

1. Represent all residents, property owners, business owners, and other stakeholders in the effort to promote positive relationships within the district and with municipal governments, public and private agencies, community-based and advocacy groups, and other interested persons regarding activities occurring in or relating to the district.
2. Advocate for responsible planning and development activities within the district including but not limited to such proposals sponsored by the City of Oakland, the Port of Oakland, and private planning and land-use firms, wither individually or on the behalf of said agencies.
3. Provide a venue for expanding positive social relationships and activities within the district.

4. Educate the community-at-large regarding the historical, cultural, architectural, and natural heritage of the district.
5. Ensure ongoing improvement, preservation, maintenance, and beautification of the district.

The newly elected board of directors of JLDA will serve one-year terms. They include:

- Wendy Tinsley, President, resident
- Ben Delaney, Vice President, resident and president of CyberEdge Information Services, Inc.
- Joanna Adler, Treasurer, president of Jack London Mail
- Simon Waddington, Secretary, resident
- Gary Knecht, Artists' Legacy Foundation
- Bach Nguyen, Broker, Jack London Realty
- Steve Sacks, owner, Prime Smoked Meats, Inc.

Options for participation in JLDA will be announced soon. For more information, contact JLDA at 248 3rd Street #845, Oakland, CA 94607, info@jacklondondistrict.org, or www.jacklondondistrict.org.

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