



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### **AnewAmerica's Tenth Anniversary Gala & Microbusiness Expo**

**Berkeley, CA** – AnewAmerica announces its 10th Anniversary Gala & Microbusiness Expo which will be held on Thursday, November 19, 2009, at 5 p.m. at the Scottish Rite Center, Grand Ballroom, located at 1547 Lakeside Drive in Oakland. AnewAmerica's Annual Gala joins over 400 friends of AnewAmerica from the business, political and philanthropic sectors of the Bay Area to celebrate the successes of AnewAmerica micro-entrepreneurs and our dedication to cultivating socially and environmentally responsible microenterprise. To celebrate a decade of achievements, the Gala will feature a microbusiness expo, live performances, community awards and recognition to our entrepreneurs who have made significant strides in green business.

All guests will have the opportunity to shop for one-of-a kind gifts and services from over twenty microbusinesses. Businesses featured in AnewAmerica's expo include landscapers, food caterers, daycare providers, imported and custom designed accessories and jewelry, eco-friendly gifts and more. EcoNecessity owner Mina Katoozian will provide her eco-friendly shopping bags during the gala free of charge. The Gala will also feature live music, festive dance performances, and an assortment of local dishes and desserts prepared by AnewAmerica food and beverage entrepreneurs.

AnewAmerica will honor community members for their investments in empowering low to moderate income communities in the Bay Area through microenterprise. Tim Silva, Senior Vice President & Regional Community Development Manager of Wells Fargo Bank, and Susan Clark, Executive Director of the Columbia Foundation will be honored as Community Angels. Sister Linda Orrick and John Price will be honored with Lifetime Achievement Awards for their dedicated service on AnewAmerica's Board of Directors. Julio Leiva, owner of Lotus Cleaning Services, a green cleaning service offering ecologically-sensitive services to homes and offices throughout the Bay Area, will receive the Green Business Award, given to AnewAmerica entrepreneurs who have made significant achievements in Green Business.

AnewAmerica Community Corporation was founded in 1999 by a group of community leaders representing immigrants and community development advocates who saw a need and an opportunity for integrated job creation, asset development, and community empowerment strategies for low-income new Americans living in the S.F. Bay Area. AnewAmerica currently assists low-income new Americans to establish micro-businesses, build personal assets, and create community assets supporting long-term political, social, and cultural empowerment.

The clients who participate in our unique program represent over 60 countries, multiple languages and diverse levels of education. Women represent 70% of our total client base and 86% of our client base run family owned businesses. We serve an estimated 300 entrepreneurs in our microbusiness incubation program and nearly 1,800 families each year with business and financial education. AnewAmerica focuses its outreach on the counties of Alameda, Santa Clara, Contra Costa and San Francisco and is headquartered in Berkeley with satellite offices in Oakland and San Jose.

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Berkeley ☀ Oakland ☀ San José

This event is open to the public and tickets for AnewAmerica's Gala are \$100.00. Media is encouraged to attend on a complimentary basis. Please contact Ferron Salniker at 510-540-7785 x315 or by email at [fsalniker@anewamerica.org](mailto:fsalniker@anewamerica.org) to RSVP and for more information. For immediate information, please visit our website: [www.anewamerica.org](http://www.anewamerica.org).

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