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***** PRESS RELEASE *****

**TJPA ANNOUNCES 2021 HOLIDAY FESTIVITIES AT
SALESFORCE ROOFTOP PARK**

Holiday Lighting Celebration on November 30 and Free Activities the Weekend of December 17-19

San Francisco, CA – The Transbay Joint Powers Authority (TJPA), in coordination with the East Cut Community Benefit District (CBD), today announced that free holiday activities will be offered at the Salesforce Rooftop Park starting with a holiday lighting celebration on the evening of November 30th and a weekend of free festive activities from December 17th to the 19th.

“We invite the community to the TJPA’s Salesforce Rooftop Park to help us kick off the holiday season on November 30th for a holiday lighting celebration and to join in on the wonderful fun free activities we are offering on the weekend of December 17 to 19, 2021,” said Nila Gonzales, Interim Executive Director, Transbay Joint Powers Authority. “These holiday activities bring some light and joy to this challenging year.”

Joining other recreational venues throughout the City in kicking off the holidays, the TJPA is offering a lighting celebration on the evening of November 30 from 5 to 7 p.m. featuring live music and other activities. Attendees are recommended to come early to stake out their spot at the Park’s Main Plaza area before the lights are illuminated. Holiday decorations will also adorn the Park.

“As a neighborhood partner and a fiscal sponsor, the East Cut CBD is pleased to be offering these events and hope our residents can come out to enjoy some holiday cheer with us.” said Andrew Robinson, Executive Director of East Cut Community Benefit District.

The TJPA’s Salesforce Park offers many free activities year-round to residents and visitors. In honor of the holiday season, we are offering free holiday activities for enjoyment by the entire family, starting 10 a.m. Friday, December 17 through Sunday, December 19, 2021. Free

activities include crafts and gift-wrapping, live music and holiday carolers, along with silent disco and culminating in a double-feature movie showing Sunday evening. For more information, please visit salesforcetransitcenter.com/events and follow @transitcenterSF on Twitter, Facebook and Instagram for the latest holiday offerings.

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About the Transbay Joint Powers Authority (TJPA):

The TJPA is owner and operator of the multimodal Salesforce Transit Center, connecting nine-Bay Area transit systems and the public Rooftop Park, providing free activities throughout the year. TJPA is working to extend Caltrain and ultimately, California High-Speed Rail service from 4th and King streets to the Salesforce Transit Center in downtown San Francisco through the Downtown Rail Extension project. The name of the Salesforce Transit Center is the result of a naming rights agreement with salesforce.com that helps fund the Center's operating costs.

About East Cut Community Benefit District (CBD)

The East Cut Community Benefit District is a 501(c)(3) non-profit organization that works to advance neighborhood quality of life, enhance the public realm and reinforce the viability of the local economic base to make for a more connected community. The East Cut CBD neighborhood covers nearly 20 city blocks, from Mission to Bryant and Second to Steuart Streets. Learn more about the East Cut neighborhood and Community Benefit District at theeastcut.org