

\*\*\* PRESS RELEASE \*\*\*

## TJPA ANNOUNCES NEW SLATE OF 2025 HIGH SEASON PROGRAMMING AT SALESFORCE PARK

Up to 20 free engaging activities offered weekly from May to October

**San Francisco, CA** – The Transbay Joint Powers Authority (TJPA), owner and operator of the Salesforce Transit Center and Park, in coordination with its neighborhood partner, the East Cut Community Benefit District (CBD), today announced a new slate of 2025 high-season programming, effective May 1st through October 31st at Salesforce Park. With nearly 20 free public programs offered in the park each week, 2025 summer season at Salesforce Park is shaping up to be the busiest yet. From new outdoor concerts and dances, such as Swing in the Sky and Bollywood Nights to the return of family favorites like Toddler Tuesday and TGIFairies, there's no better place in downtown San Francisco for fun, free, daily events, all-summer long.

"There is no better time to experience free downtown public programming than the high programming season at the Salesforce Park beginning May 1st," said Adam Van de Water, TJPA Executive Director. "We are excited to offer more programs in time for our summer season 2025, with 20 diverse activities per week, all in our beautiful Salesforce Park, found 70 feet above the street."

The new slate of 2025 programming activities complements the programs offered in 2024 that brought over 43,000 people through 640 free activities to the Salesforce Park.

2025 Programming highlights include:

- **Dance with us 'til you drop!** In addition to Swing in the Sky, K-Pop Up, and Bollywood Nights, a monthly Argentine Tango program debuts on May 18th and continues every third Sunday from noon - 3 p.m. through October at the Main Plaza.
- **Find your zen with our monthly Oasis Wellness Retreat.** Ease into an active flex session and sound bath followed by a music performance every second Saturday from noon - 1:30 p.m. at the Amphitheater.
- **Dance at Plaza Pulse.** On top of weekly Jazz, Singer/Songwriter, and Bluegrass live music, a brand-new monthly series called Plaza Pulse debuts on fourth Thursdays from 4:30 - 6:30 p.m. Plaza Pulse will feature fresh DJs from the Blue Bear School of Music playing hot tracks to keep you moving during the after-work rush at Barebottle's beer garden found at the Park's Main Plaza.

"The high season programming shows the power of activating public space with intention and joy. We're proud to partner with TJPA to bring free, high-quality events to Salesforce Park that not only enliven the park but support small businesses and create new rituals for our growing downtown community." said Andrew Robinson, Executive Director of The East Cut CBD.

The high season programming launch coincides with Salesforce Park's annual transition to its summer hours. The park will stay open from 6 a.m. until 9 p.m. which is an hour longer than winter hours, beginning May 1<sup>st</sup> through October 31st, perfect for those taking in the view of downtown city lights.

Visit the TJPA's website at [tjpa.org/salesforce-transit-center/activities](http://tjpa.org/salesforce-transit-center/activities) for the full programming lineup and follow @salesforceparkSF on Instagram and @transitcenterSF on Twitter, Facebook and Instagram. to stay up-to-date on programming announcements!

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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 the 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](http://theeastcut.org).*

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For more information, please visit: [www.tjpa.org](http://www.tjpa.org).

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