

P E R A L T A

HACIENDA HISTORICAL PARK

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PRESS RELEASE

For Immediate Release:

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A Park Grows in Fruitvale: Peralta Hacienda Festival Celebration Honors Indigenous Peoples

OAKLAND, Calif. – The rich heritage of Native Peoples and early Spanish and Mexican settlers—and the amazing stories of diverse neighbors today—will take center stage at the Festival Celebration of Peralta Hacienda Historical Park's new \$3 million enhancements.

Slated to run from noon to 5:00 p.m. on Sunday, October 15, 2006, the free celebration will include Native American ceremonies and dance, live entertainment, outdoor exhibits, children's crafts, tours of the 1870 Peralta House and grounds, hands-on adobe wall decorating, and more.

Located at 2465 34th Avenue (at the corner of Coolidge and Hyde), Peralta Hacienda Historical Park preserves the lost legacy of the 44,800-acre Peralta rancho that once covered nearly all of present-day Alameda County, including the Native Americans who lived and worked on the vast estate. For more information, visit www.peraltahacienda.org or call (510) 532-9142.

Entertainment begins at noon with performances throughout the day: the Amah-Ka-Tura Ohlone dancers of Santa Cruz, youth performers from Calvin Simmons Middle School and the alternative rock band Afterbuffalo. A Native American blessing, an archaeological dig and craft activities for kids, guided tours, and a community tile project to decorate the site's new massive adobe wall will round out the celebration.

"As a descendant of one of California's pioneering families, I am pleased that the expanded exhibits at the Peralta Hacienda Historical Park will expose more people to our pre-statehood history," said Oakland Mayor Jerry Brown. New elements for the park include a play area with climbing structures shaped like the grizzly bears and redwood trees, a 100-foot long, 3-foot thick adobe wall that commemorates the massive adobe wall that once surrounded the Peralta family hacienda, a beautiful fruit tree promenade lined with community stories, a native plant garden with sculptures that reflect the special relationship of the native peoples of the East Bay to the natural world, and outdoor alcoves where you can see and touch the hidden history of the site.

The Ohlone people lived in the Bay Area for at least 2,500 years before the Spanish arrived. Their story, and that of other East Bay native cultures, is so central to the Peralta story that it is an equal component of exhibits at the park as well as activities during the celebration.

(more)

California History Comes To Life at Historical Park's Opening Festival Celebration

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This nationally significant historical site located in Oakland's historic Fruitvale District was the headquarters of the Peraltas' Rancho San Antonio, one of the largest Spanish land grants ever made. The settlers from New Spain and Mexico and the local peoples who formed part of the rancho community developed a rich culture centered in the cattle ranches of old California.

"The adobe wall and other new amenities being added to the Peralta Hacienda Historical Park will bring California history to life for future generations," said State Librarian Emeritus and California historian Kevin Starr. "California grew from the large Spanish and Mexican land grants such as the Peralta's Rancho San Antonio. These settlements signaled a shift in California history when the influence of Europeans began to compete with that of the indigenous peoples."

The grand opening celebration marks the completion of Phase I of an overall \$10 million master plan for the six-acre site, built by Oakland Public Works Agency in collaboration with Friends of Peralta Hacienda Historical Park, who are creating the indoor and outdoor exhibits. The master plan was spearheaded by Friends of Peralta Hacienda Historical Park in response to a new vision of history and designed by Mario Schjetnan, Mexico's foremost landscape architect, in collaboration with Oakland's Pattillo and Garrett Landscape Design.

Listed on the Juan Bautista de Anza National Historic Trail and the National Register of Historic Places, Peralta Hacienda Historical Park will offer programs, exhibits and educational activities that use the five senses to bring to life the history of Peralta Hacienda for the general public, while exploring and maintaining its connection to today's diverse and ever-changing people and their cultures. The Faces of Fruitvale exhibit, with 55 community stories told in the first person by today's neighbors will be mounted outdoors at this celebration.

This \$3 million master plan and exhibit construction is made possible by grants from Oakland Measure I and K Bonds, Oakland City Council President Ignacio De La Fuente's office, National Endowment for the Humanities, California Council for the Humanities, National Park Service, Creative Work Fund, State Prop 12's Roberti Zeeburg Fund, Friends of Peralta Hacienda Historical Park and the Fruitvale District Council as well as by in-kind services from the Equal Access Office, Friends of Peralta Hacienda and media sponsorship from Oakland Magazine. Faces of Fruitvale was funded by the California Council for the Humanities. Friends of Peralta Hacienda Historical Park carries out all programs and exhibit design and construction at the site, in collaboration with community members, designers and artists.

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