

CITY OF SACRAMENTO
MEDIA ADVISORY



DEPARTMENT OF PARKS AND RECREATION

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FOR IMMEDIATE RELEASE

Nike Skateboarding Shoe Release Brings Top Professional Skateboarders to 28th Street Skate Park Sunday, March 7th, 2 – 6 p.m.

Sacramento, California, March 5, 2010—This Sunday gravity-defying skateboard tricks will be the order of the day as some of Nike's top professional skateboarders descend on the City's 28th & B Street Skate Park to attend Nike's release of a new skateboarding shoe designed by world-renowned skateboarder and Sacramento resident, Omar Salazar.

The skateboarding shoe release will feature demonstrations for area youth, giveaways, and the unveiling of a 16 ft. x 7 ft. vertical quarter pipe that Nike is donating to the skate park.

The event will take place this **Sunday, March 7**, from **2 – 6 p.m.** The 28th & B Street Skate Park is located at **28th Street and B Street**, just north of the railroad crossing. There is a \$3 skate park admission fee. The fee helps fund the skate park's programs and maintenance.

Media-related inquiries can be forwarded to Hindolo Brima at (916) 622-8066.

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