

NEWS RELEASE

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**AnewAmerica in the Park: A Green Business and Community Education Event
& 4th Annual Food Contest**

Berkeley, CA - On Saturday, July 24, 2010 AnewAmerica will hold its annual Social Responsibility Festival (this year, titled "AnewAmerica in the Park") at the Civic Center MLK Park in Downtown Berkeley, from 11am-4pm.

AnewAmerica is a microenterprise development 501(c)3, serving new American communities throughout the Bay Area. AnewAmerica's holistic approach to microenterprise development is based on three core areas: business planning, asset development, and social responsibility. The principles of social consciousness, community empowerment and environmental stewardship are built into all aspects of AnewAmerica's 3-year *Assets for New Americans: Virtual Business Incubator* program, which is tailored to assist low-income new Americans in starting microenterprises to support and sustain their families.

Each year, AnewAmerica hosts a Social Responsibility Festival to bring together new American entrepreneurs and the communities in which their businesses operate. The Festival will include expert guest speakers, who will present on issues impacting new American communities, such as food justice, green business, foreclosure prevention, and the need for just immigration reform. This year's festival will include a variety of activities, including a green business expo, live music, raffle, food and beverages, our 4th Annual Food Contest, children's activities and workshops. AnewAmerica vendors will sell their unique wares and services as part of the green business expo. Businesses represented will include organic ice cream, fair trade African jewelry, fair trade Ethiopian coffee, and a variety of ecologically-conscious goods and services. The 4th Annual Food Contest will feature entrées from community participants. The contest is open to the public and winners will receive cash prizes of \$300 for first place, \$200 for second, and \$100 for third prize.

For more information about the event, contact Edwin Rodriguez at (510) 532-5240 or by email at erodriguez@anewamerica.org.

AnewAmerica Community Corporation

AnewAmerica 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.

AnewAmerica's entrepreneurs represent over 55 countries, multiple languages and diverse levels of education. Women represent 65% of our total client base and 86% of our client base is family owned business. We serve an estimated 300 entrepreneurs and nearly 1,800 families each year. AnewAmerica conducts outreach in all nine Bay Area counties. We are headquartered in Berkeley with satellite offices in Oakland, San Jose and Richmond. AnewAmerica is also a Women's Business Center affiliated with the Small Business Administration. For additional information, please visit our website: www.anewamerica.org.

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