



2009 Webster Street Jam

Hello,

We at the West Alameda Business Association (WABA) extend a warm invitation to you to participate this year at our 8^h annual street festival now called the **Webster Street Jam**.

Saturday, September 12 (10:00am – 6:00pm)

AND

Sunday, September 13 (10:00am to 5:00pm)

For those of you who have been here before you may have noticed the name change. The name Peanut Butter Jam was created to highlight an historical aspect of West Alameda because Skippy Peanut Butter was founded here in 1932. Skippy has become a sub-division of Unilever with offices in New Jersey and is no longer a sponsor of our event.

This gave us an opportunity to create a new name for our annual festival and more latitude to highlight the many historical aspects of the West Side, thus our new name and tag line:

Webster Street Jam

**“International Music, Food, Wine and Art Festival
in the Heart of Historic West Alameda”**

Our intent is to continue to present terrific music, entertainment, food, wine, beer and particularly artists and vendors who will be enjoyed by the thousands of people attending. The spirit of community and fun will be in the air and your participation makes a big difference.

WABA’s commitment to you is to provide a location and support, which allows you to highlight your work and to have your time with us be fun and profitable. We have attached the application and all information to facilitate your participation.

Please read the information and fill the application out completely. Return your application to the WABA office promptly. Call with any questions or concerns you may have and speak to me or to my Office Manager & Exhibitor Coordinator, Judi Friedman at 510-523-5955.

We are really looking forward to partnering with you.

Kathy Moehring
Executive Director

Enclosures