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****** MEDIA ALERT ******

Hillcrest Business Association Celebrates 100 years Building the Neighborhood at Community Gala

Event will be live streamed via Facebook and at www.fabulouhillcrest.com

WHAT: The Hillcrest Business Community is celebrating the 100th anniversary of the Hillcrest Business Association. For 100 years the HBA has been an advocate for Hillcrest businesses and a champion of neighborhood improvements.

This is the official 100th anniversary celebration of the Hillcrest Business Association. The event is a gala featuring a delicious dinner, creative cocktails, speakers, entertainment, a feature presenting the History of the HBA, the unveiling of a new mural, and, of course, birthday cake!

WHEN: October 12th 2021, at 6pm - 9pm at Village Hillcrest.

WHO: Hundreds of neighbors from the Hillcrest community will attend this celebration and though it's free to the public, many business folks have purchased table sponsorships to offset the cost of the celebration. Table sponsors include: Crest Cafe, Gossip Grill, Hairspray, Urban Mo's, Redbull, The Merrow, AT&T, UCSD Medical Center, Equality Business Alliance & LGBTQ Visitor Center, Village Hillcrest, MFJ Systems, Hairspray, Flicks, and Rich's Nightclub.

AT&T is the presenting sponsor. Scripps Health is the online and digital content sponsor. Village Hillcrest and the Hillcrest History Guild are also sponsoring.

WHY: The Hillcrest business association is one of San Diego's oldest and continuously operating business associations in the City and a milestone of 100 years is worth celebrating. The HBA has had a hand in dozens of community projects and events such as the creation of the Hillcrest Sign in 1941 (and multiple renovations), the Hillcrest Pride Flag in 2012, Hillcrest Rainbow Crosswalk in 2019, the ongoing development of the Normal Street Promenade, and the recent

development of Mural Alley. The HBA hosts dozens of community events such as Hillcrest CityFest, Pride Block Party, and Taste of Hillcrest. And over the decades the HBA has sponsored many other community initiatives such as the creation of the Uptown Planners, Hillcrest Maintenance Assessment District, and Uptown Community Parking District.

WHERE: The birthday gala will be held in the Atrium at Village Hillcrest. This unique outdoor Hillcrest location is a unique part of Hillcrest history. The owners are generously donating the venue. Village Hillcrest is an Art Deco revival landmark that will be the setting for a celebration that takes us from the creation of the original Hillcrest sign to the erection of the Hillcrest Pride Flag, and everything in between (and beyond)!

QUOTES: Benjamin Nicholls, HBA Executive Director: "San Diego and Hillcrest have seen a lot of change over the decades from the AIDS Crisis and the Great Depression to the rise and fall of the shopping mall, and through it all, for 100 years, the HBA has been there to support and sustain the neighborhood and businesses of Hillcrest "

PRESS: Interested media should contact Benjamin Nicholls; benjamin@Hillcrestbia.org or call 619-299-3330 office or 619-252-5826 cell.

LINKS: <https://www.hillcrestbia.org/100-years>
<https://www.facebook.com/hillcrestbusinessassociation>

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