



**FOR IMMEDIATE RELEASE**  
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**EIGHT OAKLAND WINNERS SELECTED**  
**FOR 2<sup>ND</sup> ANNUAL INDIE AWARDS**  
**Honored for Social and Environmental Impact**

***Oakland, Calif. (May 8, 2008)*** – Awards in eight different categories were handed out to independent Oakland businesses and artists during the Second Annual Oakland Indie Awards on May 2, 2008. This event, which highlighted the social and environmental impact of Oakland’s small business and arts communities, was held at the Historic Sweet’s Ballroom in downtown Oakland.

A distinguished panel of judges recently selected winners in eight different categories – Oakland Soul, Ripple Effect, Neighborhood Dynamo, Greenie, Newbie, Innovator, Youth Empowerment, and Pillar – from the hundreds of nominations submitted by Oaklanders.

“It’s sort of Oscars meets the Nobel Peace prize for Oakland businesses and artists,” says Erin Kilmer Neel, Program Officer at OneCalifornia Foundation and creator of the awards program. “It honors community giving, but also makes for a great party.”

Party guests sampled food, wine, beer and tea produced in Oakland while listening to music from Oakland’s past and present -- from hip hop to rock to gospel.

The winners came from all over the city and included a variety of entities from an internationally-renowned Internet music company to a local arts educator to a neighborhood bike shop.

Innovator Award: Pandora, a personalized online radio service that allows people to quickly and easily create radio stations that match their musical preferences. Their huge

library introduces listeners to a whole world of unsigned artists; the company hopes this will help develop a musician's middle class. [www.pandora.com](http://www.pandora.com)

Oakland Soul Award: OAKBOOK, an Oakland news website and free glossy bi-monthly magazine. Both the website and the magazine have been consistently praised for showing the true Oakland in all of its dimensions. According to one nominator, OAKBOOK "stories inspire pride, curiosity, and civic participation in our great city." [www.theoakbook.com](http://www.theoakbook.com)

Pillar Award: Bruce Beasley, a world-renowned sculptor and one of the greatest forces of community change in West Oakland. Nominators called him "a part of everything that happens in the community," and "an inspiration to all of the creative people in Oakland." [www.brucebeasley.com](http://www.brucebeasley.com)

Newbie Award: Tip Top Bike Shop, a new bike shop in Temescal focuses on helping "everyday riders." They are environmentally conscientious, shop locally, and encourage their customers to do the same. A Berkeley resident writes, "Because of them, I spend more time and more money in Oakland." [www.tiptopbikeshop.com](http://www.tiptopbikeshop.com)

Greenie Award: Universal Waste Management, Oakland's first and only certified electronic waste recycler, recycles 100% of their materials, processes all waste locally, and diverted over 200 tons of waste in 2007. [www.unwaste.com](http://www.unwaste.com)

Neighborhood Dynamo Award: La Verbena, a Juice Bar and Café was created by Rosalva Diaz to provide healthy food options that can help stem the tide of childhood obesity in her Fruitvale neighborhood, as well as to provide employment and training opportunities to women who may feel trapped in a domestic violence situation. 3340 E. 12th. Street

Ripple Effect Award: Ruby's Garden Kidwear & Flower Shop, a Temescal boutique offers a unique combination of fresh flowers and funky children's clothing. A neighborhood hub for families, Ruby's primarily carries clothing lines from local independent designers and their flowers are from family-owned Northern California farms. [www.rubysgarden.com](http://www.rubysgarden.com)

Youth Empowerment: K-Dub Williams, an artist and arts educator who has dedicated 14 years to educating youth in the arts, co-created an extremely successful skateboarding event for inner city youth called Hoodgames, and is developing Oakland's first skate park.

Winners were presented with a variety of items to honor, reward, and help them in their endeavors, including handmade chocolate award statues, free advertisements in OAKBOOK magazine, a free float relaxation session at Floatation Center and Art Gallery, and a family membership at Chabot Space and Science Center.

The party danced on as BCO Band hit the stage at 8:30pm, belting its blend of soulful R&B tunes. Guests were also encouraged to visit open houses at neighboring Art

Murmur art galleries, and explore the neighborhood's burgeoning local restaurant and nightclub scene.

The Oakland Indie Awards party is an annual event hosted by OneCalifornia Foundation, a non-profit organization in Oakland.

For additional information on the Oakland Indie Awards, call (510) 663-2253 ext. 302 or visit <http://oaklandunwrapped.org/indies/>.

#### **ABOUT ONECALIFORNIA FOUNDATION**

OneCalifornia Foundation engages in charitable and educational activities that primarily support OneCalifornia Bank's community development mission and activities. Programs and grants increase financial literacy, stimulate community development, encourage affordable housing and alleviate economic distress. The Foundation provides lending support, investments, education and other services for disadvantaged communities, small business owners and community service organizations in California. Visit [www.OneCalFoundation.org](http://www.OneCalFoundation.org) for more information.

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#### **ABOUT ONECALIFORNIA BANK**

OneCalifornia Bank, FSB, seeks to improve economic opportunity for low- to moderate-income communities throughout California, starting in Oakland. The Bank partners with respected community institutions to provide banking services to small businesses, nonprofit organizations, community facilities, affordable housing, individuals and families. Banking services are integrated with financial literacy, technical assistance and business education supported by OneCalifornia Foundation. The Bank maintains a dual bottom line focus of meeting its social mission while operating in a safe, sound and sustainable manner.

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