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FOR IMMEDIATE RELEASE

Pasadena Convention Center Opens Its Doors to the Community with a Free Grand Opening Weekend Celebration April 3-5

Events Include Free Admission to the 33rd Annual Home Show & Real Estate Expo, Live Entertainment and Official Ribbon Cutting Ceremony with Pasadena Mayor Bill Bogaard

Pasadena, Calif., (March 26, 2009) – The [Pasadena Convention Center](#) will open its doors to the community for a [grand opening weekend celebration](#) of the brand new, \$150 million center. From Friday, April 3 through Sunday, April 5, visitors can view the new center with free admission and parking to the 33rd Annual Home Show & Real Estate Expo. On Saturday, April 4 and Sunday, April 5, they can also enjoy live community entertainment sponsored by Lockheed Federal Credit Union. Free refreshments will also be available on those days.

To kick-off the celebration, Pasadena Mayor Bill Bogaard will cut the ceremonial ribbon on Friday, April 3 at Noon. The celebration of the expanded center, which includes 55,000 square feet of new exhibit space and a 25,000 square foot ballroom, marks the completion of 10 years of planning and construction. Flanking the historic Pasadena Civic Auditorium, the expanded Center now completes the [Pasadena Convention Center](#) complex that also includes the refurbished Conference Building.

Weekend festivities include:

Ribbon Cutting Ceremony

Where: Pasadena Convention Center, 300 East Green Street

When: Friday, April 3, Noon

Admission: Free and open to public

Pasadena Mayor Bill Bogaard, Pasadena Center Operating Company Chairman Thomas Seifert, Michael Ross, CEO of the Pasadena Center Operating Company (PCOC) and other city officials will help cut the ceremonial ribbon to officially open the new Pasadena Convention Center.

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Pasadena Convention Center Grand Opening Weekend Celebration/2-2-2

33rd Annual Home Show & Real Estate Expo and Grand Opening Celebration

Where: Pasadena Convention Center, 300 E. Green St., Pasadena, 91101

When: Friday, April 3, Noon – 8 p.m.

Saturday, April 4, 10 a.m. – 8 p.m.

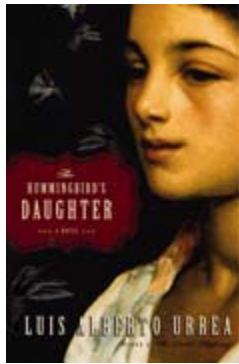
Sunday, April 5, 10 a.m. - 6 p.m.

Admission: Free (includes free parking)

Activities include:

- Hundreds of home improvement products and services
- Seminars and services from Real Estate experts, including Mallory Nicholson
- Enter to win a "Dream Room" from "The Painted Lady," Lori Clark
- "World of Kitchens" Eco Expo featuring environmentally friendly products
- Grilling demonstrations and book signings by Chef Bill Kelley, author of "Smokin' Willie's Guide to Great Grillin'"
- Planting your own vegetable garden with garden expert and radio personality Nick Federoff

One City, One Story, An Afternoon with Luis Alberto Urrea



Where: Pasadena Convention Center

When: Sunday, April 5, 3 p.m. - 5 p.m.

Admission: Free (includes free parking)

Author Luis Urrea will share his experience writing *"The Hummingbird's Daughter,"* followed by a Question & Answer session from the audience. Urrea is an acclaimed writer who uses his dual-culture life experiences to explore themes of love, loss and triumph. The critically acclaimed author of 11 books, Urrea is an award-winning poet and essayist who has published extensively in all the major genres. He was a 2005 Pulitzer Prize finalist for nonfiction and is a member of the Latino Literature Hall of Fame. For more information, please visit www.onecityonestory.com.

Entertainment Schedule

Saturday, April 4

- 11:00 a.m. Ballet Folklorico-Mexica
- 11:40 a.m. Jazz, Latin & Swing with Keyboardist Steve Gail
- 1:00 p.m. Tiny Tots Ballet & Tap
- 1:30 p.m. Jazz, Latin & Swing with Keyboardist Steve Gail
- 2:30 p.m. Danza YANKUITITL Aztec Dancers
- 3:30 p.m. Remember When, A Jazz Vocal Group

Sunday, April 5

- 11:00 a.m. Pasadena Cowgirls Drill Team and Drum Squad
- 1:30 p.m. Second String Orchestra
- 2:30 p.m. Pasadena City College Swing Band
- 4:15 p.m. Hot Spur Trio (Verdugo Youth Orchestra)

All entertainment subject to change without notice.

The Pasadena Center Operating Company is a nonprofit organization responsible for managing the [Pasadena Convention Center](#), [Pasadena Civic Auditorium](#) and [Pasadena Convention & Visitors Bureau](#). For more information, contact the Pasadena Convention & Visitors Bureau at (800) 307-7977 or go to VisitPasadena.com.

