



Official Parade Program

Tuesday July 4, 2023, 10 a.m.

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Experience more science for hope.

Together, we can build a stronger, more resilient community for cancer patients and their loved ones.

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Mayor's Message

Welcome to the Parade from
Alameda Mayor Marilyn Ezzy Ashcraft

“Alameda’s homegrown 4th of July Parade celebrates our nation’s independence and the freedom and basic democratic values we enjoy. We uplift the ideals and principles our country was founded upon by celebrating our diversity and continuing to fight for justice for all. Our 4th of July parade is a time to gather with friends, neighbors, and family to cheer for America, Alameda, and each other. I’ll be riding an electric bicycle in the parade and look forward to seeing everyone. Have a happy, safe 4th of July!”



Grand Marshals

Meet the 4th of July Parade's 2023 Grand Marshals:



Cindy Houts Alameda Food Bank Executive Director

"As I get ready to retire from the Alameda Food Bank, I am honored to be selected as a Grand Marshal and am so proud of how my amazing volunteers, board, and staff have served this wonderful community!"



Alisa Rasera Christ Church Co-Chair for Social Justice

"'Love your neighbors, no exceptions' is a statement posted in front of Christ Episcopal Church where I am a member. I have witnessed this in action from the many volunteers across Alameda, who have led with compassion and love at the Warming Shelter. I am still blown away by the culture of care that our volunteer citizens energized the shelter with every day from Dec. - May! I have been blessed to serve the shelter guests and to learn their stories. There are so many reasons why someone becomes unhoused. Many positive outcomes and still we have work to do! It is my hope that our communities, leaders, and policymakers will keep finding the moral urgency and strive for sustainable solutions to the housing crisis."

Order of Entries

1 Base Alameda Color Guard

Base Alameda Color Guard

2 Cindy Houts

Grand Marshal

2 Alisa Rasera

Grand Marshal

3 Marilyn Ezzy Ashcraft

Alameda Mayor

4 Tony Daysog

Alameda Vice Mayor

5 Trish Herrera Spencer

Alameda Councilmember

6 Tracy Jensen

Alameda Councilmember

7 Malia Vella

Alameda Councilmember

8 Rob Bonta

California Attorney General

8 Mia Bonta

California Assemblymember

9 Jennifer Ott

Alameda City Manager

10 Kevin Kearney

Alameda City Auditor



11 Kevin Kennedy
Alameda City Treasurer

12 Nishant Joshi
Chief of Alameda Police

13 Nicholas Luby
Chief of Alameda Fire

14 Brendan McPherson
Coast Guard Rear Admiral

15 Alameda Fire Dept.
Alameda Fire Dept.

16 Alameda Fire Dept.
Alameda Fire Dept.

17 Alameda Fire Dept.
Alameda Fire Dept.

18 Alameda Fire Dept.
Alameda Fire Dept.

19 Yibin Shen
Alameda City Attorney

20 Lena Tam
Alameda County Supervisor

21 Kimi Sugioka
Alameda City Poet Laureate

22 Heather Little
Alameda Unified School District

22 Megan Sweet
Alameda Unified School District

23 Ryan LaLonde
Alameda Unified School District

24 Sarah Syed
AC Transit Board Ward 3

24 Chris Peeples
AC Transit Board At-Large

25 Ellen Corbett
East Bay Regional Park District Ward 4

26 Doug Linney
East Bay Municipal Utility
District Board Member

27 Diana Bajrami
College of Alameda, Acting President

28 Bill Withrow
Peralta Board Member

28B Pamela Price
Alameda County District Attorney

29 AMP Foremans, Truck 1 of 5
Alameda Municipal Power, your 100% clean power provider, is thrilled to continue its long-standing tradition of participating in, and major sponsor of, the Alameda 4th of July Parade. Have a Happy 4th of July!

30 AMP Boom Truck, 2 of 5
Alameda Municipal Power, your 100% clean power provider, is thrilled to continue its long-standing tradition of participating in, and major sponsor of, the Alameda 4th of July Parade. Have a Happy 4th of July!

31 AMP Stake Bed Truck, 3 of 5
Alameda Municipal Power, your 100% clean power provider, is thrilled to continue its long-standing tradition of participating in, and major sponsor of, the Alameda 4th of July Parade. Have a Happy 4th of July!

32 AMP Ford Lighting EV PU, 4 of 5

Alameda Municipal Power, your 100% clean power provider, is thrilled to continue its long-standing tradition of participating in, and major sponsor of, the Alameda 4th of July Parade. Have a Happy 4th of July!

33 AMP Ford Lighting EV PU, 5 of 5

Alameda Municipal Power, your 100% clean power provider, is thrilled to continue its long-standing tradition of participating in, and major sponsor of, the Alameda 4th of July Parade. Have a Happy 4th of July!

34 AMP Ford Lighting EV PU, 6th Vehicle

Alameda Municipal Power, your 100% clean power provider, is thrilled to continue its long-standing tradition of participating in, and major sponsor of, the Alameda 4th of July Parade. Have a Happy 4th of July!

35 Team Exelixis

Exelixis, Inc., is an oncology-focused

biotechnology company that strives to accelerate the discovery, development, and commercialization of new medicines for difficult-to-treat cancers.

36 Alameda Pediatric Dentistry & Orthodontics

Since 1971, Alameda Pediatric Dentistry & Orthodontics has provided exceptional dental care that families trust. They specialize in being able to treat all children, including those with special needs. Schedule a visit today!

37 Friends of the West End

Friends is an opportunity for residents to connect and engage with one another and the local businesses of WABA, to create a fun vibrant and exciting West End Community

38 Admiral's Car

VADM Tiongson's car

39 Coast Guard Marching Platoon

Coast Guard Marching Platoon



40 CGEA/MSST Boat, Base CO and XO

CGEA/MSST Boat, Base CO and XO

41 Coast Guard Recruiting Command / Spouses Club

Coast Guard Recruiting Command /Spouses Club

42 Whale Boat / Spouses Club

Whale Boat / Spouses Club

43 Navy and Marine Corps; Navy Reserve Center Alameda

To be placed near the American legion post 9, post 647 and Disabled American Veterans Chapter 8 Elks lodge 1015.

44 Veteran Group of Alameda (VGA)

VGA includes American Legion Posts 647 & 9, Vietnam Veterans of America

Chapter 400. Also represented are Alameda County Veterans Affairs Commission, Marine Corp League, and the Naval Reserves Center Alameda.

44A US Navy Sea Cadets Veterans Groups Association

Wishing you a happy 4th of July!!!

44B Alameda Navy League

Wishing you a happy 4th of July!!!

44C Military Vehicle Club

Wishing you a happy 4th of July!!!

44D Alameda Naval Air Museum

Wishing you a happy 4th of July!!!

44E VGA

Wishing you a happy 4th of July!!!

44F US Army Camp Park

Wishing you a happy 4th of July!!!





45 USS Hornet Museum

Truck with Trailer, Trailer has a Jet Cockpit on it.

46 Alpicella Family Club

Alpicella Family Club was instrumental in getting Alameda and Varazzei, Italy to be Sister Cities. Our honored guest riding in the parade is Mauro Di Gregorio, the Commandant of the Varazze Police Department.

47 Alameda County Sheriff's Mounted Posse

The Alameda County Sheriff's Mounted Posse, representing Sheriff Yesenia Sanchez is honored to be a part of the Alameda 4th of July Parade. The Posse is under the command of Captain Shari Hiibel.

48 East Bay Regional Park District-Doug Siden Visitor Center at Crab Cove

The Doug Siden Visitor Center and Aquarium

at Crab Cove is located along the western end of Crown Beach & offers exciting program focusing on the SF Bay for people of all ages. This is just one of 73 East Bay Regional Parks!

49 Big Brother Plumbing Inc.

Big Brother Plumbing Inc. Licensed, Local, Family Owned and Operated Plumbing service.

50 American Red Cross & Alameda Red Cross Youth

The American Red Cross is here to help in any Disaster... Plus do blood drives. We also teach safety education in water activities, for fire prevention and earthquake preparedness. Alameda has four High School Red Cross Clubs. The youth are trained and volunteer in the community.

51 Academy of Alameda Parade Band

Academy of Alameda is a free public charter school that serves a diverse community of students. Our parade band

consists of music students in grades 6-8, and we are thrilled to be celebrating another year of music making!

52 Alameda Post

We are Alameda's nonprofit, independent, online news and information source — community-produced and community-focused. We ♥ all of Alameda and Bay Farm. Alameda Chamber's 2023 Best Community Partner. Find us at AlamedaPost.com and on social media.

53 Kiwanis Club of Alameda

Kiwanis Club of Alameda, celebrating their 100th Anniversary

54 Alice Home Care

Alice Home Care provides care to seniors who want to age in place at their own homes. We have passionate caregivers to provide helping hands with caring hearts to assist seniors living at home as independently as possible.

55 Alameda Hospital

Alameda Hospital, an affiliate of Alameda Health System

56 Alameda Food Bank

The Alameda Food Bank has been serving our island community for over 45 years and help to feed thousands of Alamedans each year, providing healthy food to our friends and neighbors who are experiencing food insecurity.

57 Alameda Pride

Alameda Pride, an event by Jeramie Andehueson, for the LGBTQ+ community & their allies to gather and celebrate. The 2nd annual Alameda Pride will be held on Saturday October 14th, 2023,

from 12-5pm @ Chochenyo Park.

58 First Congregational Church of Alameda

A welcoming, justice-seeking, intergenerational community grounded in God's abundant love and extending that love out to the world. No matter who you are, or where you are on life's journey... you are welcome HERE!

59 The Foodbank Players

We will be a joyfully decorated truck with actors riding in the back, walking alongside, costumed, celebrating, and promoting our upcoming shows!

61 Alameda Community Sailing Center

Alameda Community Sailing Center is celebrating 10 years of helping youth and adults enjoy time on the Bay and occasionally in the Bay, while learning how to sail. We provide boats, lifejackets instructors, and safety boats.

62 Mini 1927 Chevrolet

Mini go cart 1927 Chevrolet

63 Freak Truck of Love

Freak Truck of Love is a shuffle dance float spreading love and inclusion across the island. Everyone is free to liberate and express themselves through movement.

64 League of Women Voters of Alameda

Making Democracy Work

65 Westside Joe's Bikes

Westside Joe's Bikes is your local & oldest running bicycle shop opened in 1939! I am Vivee, 3rd owner, since

2015! My goal is to get everyone riding! Swing by the Gold Coast!

67 Alameda Arts Bubbling Over With Joy

Alameda Arts once again shares the joys of bubbles with large and small bubbles flowing over the parade route. Alameda Arts is an after school and summer camp program.

68 Alameda CERT

Alameda CERT Emergency Response truck, for assisting city agencies with disaster responses including Search and Rescue, Medical and Commodity Points of Distribution, power outages, weather related emergencies, etc.

69 Doodlecakes

Doodlecakes Bakery – changing the world one cupcake at a time! 6 Vegan & gluten free options available daily. 6 cupcake options gluten/dairy/egg too,

of course. Cake jars, cookies, and pop-up items as well at 647 Central Ave!

70 Ultimate Frisbee for Everyone

Ultimate Frisbee is a great sport and accessible for people picking up a disc for the first time or for elite athletes. Come join our great community and the local organization supporting the sport!

71 Whisk Cake Creations

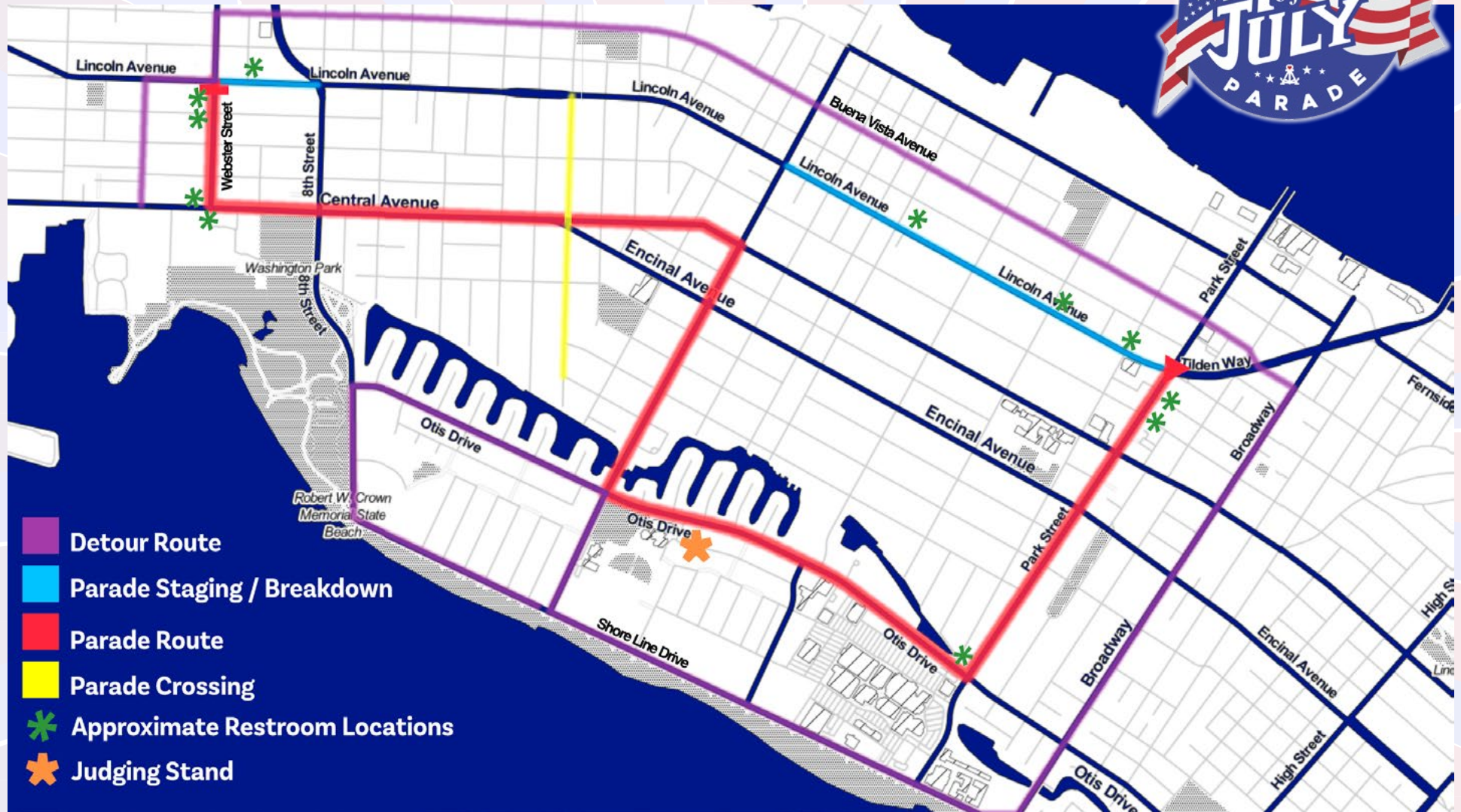
Whisk Cake Creations is Alameda's very own Cake Bakery. Specializing in custom cakes and everyday cakes. Offering café and espresso drinks at the café along with cupcakes and other pastries. Come join us in our outdoor patio.

72 The Legacy Home Tour 50th Anniversary

Alameda's Legacy Home Tour 50th Anniversary by Alameda Architectural Preservation Society.



Parade Route



PLEASE NOTE: The parade route has changed due to road repairs on Encinal Avenue. This year's parade will proceed down Central Avenue.



74 Alameda Girls Softball Association

Alameda Girls Softball Association provides recreational and tournament fast pitch softball programs for girls ages 4 to 14 with the overall goal of developing sportsmanship, teamwork, friendship and leadership.

75 The Poppin Poppers

The Poppin Poppers. Popcorn for all.

77 Vice Mayor Tony Daysog For United States Congress

Wishing you a happy 4th of July!!!

78 KARIBU by Wachira Wines

KARIBU by Wachira features an assortment

of wines curated for unforgettable experience shared with family and friends.

79 Frank Bette Center for the Arts

The artists from the Frank Bette Center for the Arts present Frank Bette, their patron and benefactor, who left his home and business building to become a community place for creative activates and exhibits.

80 Alameda Comedy Club

The Alameda Comedy Club joins the 4th of July festivities with Comedians in cars and Drag Queens!

81 Alameda Aero Club

Vintage Lincoln and DeLorean with Alameda Aero Club logos and decorated with model aircraft

82 Korean Traditional Dance Performance

A march showing Korean traditional dances and musical performance with instruments.

83 American Warriors

Golden State Warrior Fans!

84 Cargo Bike Brigade goes Draconian

This year the Cargo Bike Brigade has been taken over by a band of dragons, fairies, knights, and nobility of all kinds. Please enjoy the wide variety of cargo our bikes can carry and join our merry band if it pleases ye!

85 Alameda Gator Swim Team

We are a USA Swimming year-round, comprehensive youth swim team supported by the Alameda Swimming Pool Association (ASPA). We offer stroke instruction and competitive training to swimmers from the ages of 5 to 18.

86 Alameda Girls Scouts

Alameda Girls Scouts Bike and Walk for a Greener, healthier world!

87 Alameda Vipers Basketball

Alameda Vipers Basketball nonprofit has girls & boys teams. It operates year-round – 3 seasons. The goal of the Vipers is to create a foundation for players to develop their individual skills within team basketball.

88 Jo-Tiki LLC

Adventure awaits when you board Jo-Tiki! Gather your friends and have a roaring time on a 15 Passenger pedal party bus.

90 Yu Ying Learning Center

Wishing you a happy 4th of July!!!

91 Alameda Sister City Association

Wishing you a happy 4th of July!!!

92 Great Shanghai Alliance of the USA

Wishing you a happy 4th of July!!!

93 Alameda Trader Joe's

20th Anniversary with Flower Power

94 Ring of Truth Political Party

Wishing you a happy 4th of July!!

96 Early Childhood - Head Start / Early Head Start Program

Alameda Family Services has administered the Head Start [program since the 1970s/the Early Head Start in 2009. HS/ EHS provides a learning environment that supports the child's physical, cognitive, and social development.

97 EARLY LEARNING COMMUNITY NETWORK

EARLY LEARNING COMMUNITY NETWORK is a collaboration among public agencies and nonprofits to support young families in Alameda. The ELCN Support Early Care and Education providers and their contributions to communities.

98 Friends in Funk Alameda

We bring friendship and funk every year as spectators, but this year we want to share with our island community.

99 United States Postal Service

We are hiring, all positions including automotive technicians, scan the QR code on our vehicle, check out our website!

100 Alameda Theatre

Alameda Theatre is taking its 15-year Anniversary to the Parade! Join theatre staff (and maybe some surprise movie characters) in rocking out to live music and movie themes. Come by the theatre for 15th anniversary specials!

101 Alameda Renters Coalition

Alameda Renters Coalition (ARC) is a volunteer-run organization founded in 2014 to empower and advocate for economic and racial justice in housing.

102 Temple Israel of Alameda

Temple Israel is a welcoming center of Jewish life where members and visitors are encouraged to participate in Jewish practices, spirituality, learning, and culture. We are more than a synagogue—we are a community.

103 Let's Do it Today Junk Removal & Hauling

Let's Do it Today Junk Removal & Hauling is a local family-owned junk removal business based out of Alameda/Oakland. Visit our website at www.letsdoittodayhauling.com for our wide range of commercial & residential services.

104 Jason Cropper Band

Jason Cropper - Founding member of the pop-rock band Weezer, former Alameda resident and father of three Alameda High graduates. Joined by Brian Thomas (Otis Parent) on Bass, Rob Ahlers on Guitar / Keys and Jack Rogers on Drums.

106 Alameda Soccer Club

ASC Players and families. Alameda Soccer Club has about 1,400 kids from U6 to U19 in

both recreational and competitive leagues.

107 Encore Church

Encore Church exist to lead people to live a life of freedom in Christ Jesus. Our hope is that you find community, life, and encouragement. We are a multi-ethnic church located in The Alameda Theater on Sundays at 10am.

109 Island Savoy Market

Island Savoy Market is Alameda's newest community grocery, deli and café location in historic Bay Station.

110 Stacked Adventures

Stacked Adventure offers affordable kayaking on the SF Bay & local areas. We provide quality gear & guides to ensure you have the best paddling experience for you offering kayak rental, guided tours, lessons, storage, & more.

112 International Chi Institute, Kung Fu School

A local Kung Fu School on Webster Street since 2012. Services: Summer Camp, Kung Fu enrichment program with school pick up, Kung Fu, Thi Chi, physical training classes etc. Inquiries: KungFuMasterYan@gmail.com

113 Peace Car/Code Pink women for Peace

Timmy the Kia Soul Peace Car decorated with symbols of Peace and playing Peace Music, (Peace Train, Blowing in the Wind, etc., etc..) and Women for Peace, Peace Pickup with Peace Activist Chanting for peace.

114 Raider Nation Slingshot Mobile

Raider Nation Slingshot Mobile

115 Bay Area Sling Ryderz



A collective of three enthusiastic individuals dedicated to improving our community through peaceful rides and charitable initiative, operating as a group to make a positive impact and promote harmony within our community

116 9Round Alameda

Kickboxing fitness studio with no class times!

117 Heal The Divide/Kennedy 2024

We are a community in support of the "Heal the Divide" / Kennedy 2024 Presidential Campaign.

118 ABC Preschool

Coming together to celebrate ABC Preschool's 40 years of serving families

from the wonderful community of Alameda and the surrounding Bayt Area.

119 Bay Ship & Yacht

Propeller Truck Float representing Bay Ship & Yacht Co. A full service, 21st Century Shipyard in Alameda, Ca. We appreciate the City of Alameda and Happy 4th of July!

120 Omar Qutob

Native American Health Center with Buffy the buffalo mascot bringing healthcare promotional banners.

121 Republic Services

Republic Services, we'll handle it from here!

123 SSTA

SSTA Celebrating the Power of Community

124 Alameda Islanders

We are all-volunteer sports program serving youth and adults with special needs for 52 years. We train and compete in the following sports: soccer, track and field, aquatics, basketball, and softball. Come join the fun!

125 Lou's Lagoon

Lou of Lou's Lagoon

126 Kiddie Kampus Cooperative Preschool

Kiddie Kampus is a cooperative, play-based, non-profit preschool where our two caring experienced teachers - supported by a team of parents create a nurturing, engaging school that encourages a lifelong love of learning.

127 Astra Space

Alameda's hometown rocket and space propulsion company

128 Oakland 68s

The Oakland 68s are an independent supporters group for fans of Oakland and East Bay sports teams, including the Oakland Roots, Oakland Soul, and the Oakland A's

129 Pacific Pinball Museum Delivers Fun and Education!

With our new lift gate truck, we are delivering our special brand of fun and education all over the Bay Area. For over 20 years we have used our extensive pinball collection to teach art, science and history with play and learn.

130 Alameda Lacrosse Club

Alameda Lacrosse Club offers teams for 1st - 12th Graders for both boys & girls. Our players have fun learning and loving the game of lacrosse in a positive, supportive environment. Questions?



Contact alamedalax@gmail.com

131 My Escuela Bilingual Preschool

My Escuela is play-based Spanish bilingual preschool. Children will feel welcome, loved, respected and safe when developing appreciation and cultural awareness of each other.

132 US Hongkongers Club

We would like to introduce Hong Kong culture to the community.

133 Rosefield Village

Walking & riding for disabled personnel. Support by the residents of Rosefield Village.

134 Haighters Don't Haight!

The 300 block of Haight Avenue doing what we do best!

135 Born on the 4th of July

Born on the 4th of July! Patriotic 80th Birthday Celebration Float honoring Dr. Carol Gerdes a longtime resident and physician in Alameda who was born on the 4th of July.

136 Alameda Meals on Wheels and Alameda Family Visitors

Alameda Meals on Wheels has for 50 years provided hot daily meals to homebound Alamedans. Alameda Friendly Visitors has provided weekly visits since 2004. Thanks to Bay Area Thunderbird Owners Club for its ongoing support!

137 The Donut Fun Run

The Donut Fun Run is a 5K run that will be held in Alameda Point on Oct. 21, 2023, following the Donut Festival with dancing, makers expo, food, music, beer and wine.

138 The Mission HQ, Pedal Cycling

Alameda, Intensity Martial Arts

The Mission HQ is a community-based gym dedicated to the health & fitness goals of all people. We offer a full range of classes and committed trainers in a safe judgement free environment.

139 Toishan Benevolent Association

Toishan Benevolent Association is a nonprofit organization located in Oakland. The organization has been participating in Alameda City July 4th parade for over three years.

140 City of Alameda Democratic Club

The City of Alameda Democratic Club, Alameda's official organization of Democrats united in advancing the Democratic platform and ideals under the Alameda County and California Democratic Party.

141 Mastick Senior Center

Mastick Senior Center is a part of the Alameda Recreation & Parks Department, serving community members over 50 years old since 1980. Mastick offers a variety of education, fitness, and art opportunities. Mastick is Fantastic!! Happy 4th of July!!

142 SANCTUARY Drag Show and Early Bird Special Drag Bingo

SANCTUARY is a safe place to express yourself through drag variety performance. 1st Monday Early Bird Special is a campy drag review & BINGO is a fundraiser for FAAS on the last Sunday of each month, all at Fireside Lounge.

143 Neptune Water Polo Club

Wishing you a happy 4th of July!!!



144 Alameda District - Golden Gate Area Council - Boy Scouts of America

Pack 78 - Saint Philip Neri - Saint Albert Catholic Church. Pack 1015 - Carcon International Ltd., Pack 1076 - Bay Area Chinese Bible Church; Troop 2- First Presbyterian Church of Alameda; Troop 3 - Buena Vista United Methodist Church; Troop 7 - First Presbyterian Church of Alameda; Troop 9 - Island Yacht Club; Troop 11 - Rotary Club of Alameda; Troop 73 - First Baptist Church of Alameda; Troop 78 - Saint Philip Neri - Saint Albert Catholic Church; Troop 89 - Oakland Machine Works; Troop 1015 Boys - Carcon International Ltd; Troop 1015 Girls - Carcon International Ltd; Crew 2 - First Presbyterian Church of Alameda; Crew 379 - FF Marketing; Ship 0009 - Island Yacht Club; Ship 0700 - Falconer Inc.

145 Encinal High School Band

Encinal High School wishing you a happy 4th of July!!!

146 Alameda Recreation & Parks Department

ARPD wishing you a happy 4th of July!!!

Parade Sponsors

Red Sponsorship Level

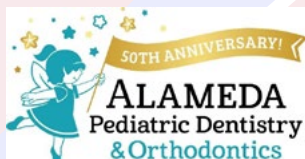


**ALAMEDA
MUNICIPAL POWER**

A Department of the City of Alameda

EXELIXIS®

White Sponsorship Level



Blue Sponsorship Level



**Alameda
Post**



Bank of Marin



Kiwanis



Program layout and design by Adam Gillitt for Alameda Post. Photos by Maurice Ramirez.



HAPPY

**JULY
4TH!**



**Parks
Make
Life
Better!**

**FROM YOUR FRIENDS AT THE
ALAMEDA RECREATION AND PARK
DEPARTMENT**

ALAMEDA
PARADE 5K RUN
JULY 4, 2023

ALAMEDA 4TH OF JULY
RUN
5K ★ 7/4/2023



JULY 4TH, 2023 • 9:00 AM
5K RUN START
PARK STREET TO WEBSTER

presented by
OUTFRONTEndurance



ALAMEDA 4TH OF JULY
5K RUN

LEARN MORE &
REGISTER HERE

win a metal



Have a Happy Fourth of July!



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