

THE FILLMORE

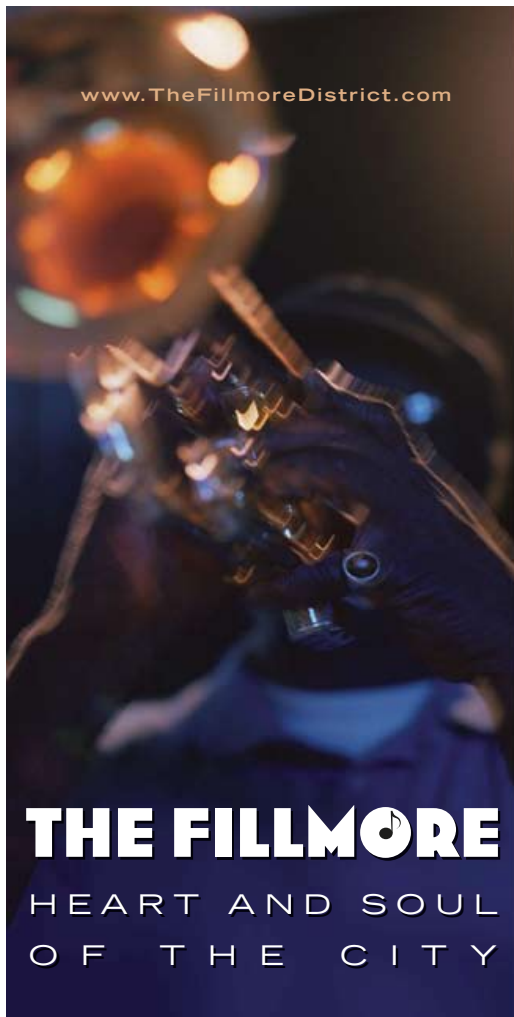
HEART AND SOUL
OF SAN FRANCISCO

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San Francisco Unveils The Fillmore

Survey reveals that people want the historical neighborhood's name to reflect its diverse live music and community



SAN FRANCISCO, CA - July 3, 2009 - San Francisco's Fillmore Jazz District has been renamed "The Fillmore – *Heart and Soul of the City*" after an extensive survey of the local community, visitors and the tourist industry revealed that a majority of people thought the neighborhood's name should reflect its diverse musical heritage of rock, jazz, funk and R&B. Among the more than 1,000 people surveyed regarding a half dozen potential name choices, over 50% responded that they wanted to return to "The Fillmore."

As part of the re-branding effort, a new logo was created featuring a musical eighth note in the center of the "O" in the word "Fillmore," reflecting the district's unique position as San Francisco's premier live music district where there are currently five music clubs within a three-block radius. The new logo, designed by Keith Potter Design, will be unfurled on 100 banners throughout the district in time for this weekend's July 4th Fillmore Jazz Festival, which attracts an annual crowd of 90,000 people. Along with the banner, The Fillmore's new website, www.thefillmoredistrict.com, has gone live, and will be updated with an events and performance calendar, merchants listings, community news and promotions.

Changes in the neighborhood

In recent years, the district has been revitalized with new restaurants, shops, and cafes, positioning it as the next "up and coming" neighborhood in San Francisco. In describing The Fillmore, Sunset Magazine recently wrote, "The hey-day is back, baby."

The district's restaurant scene began its ascent with the completion of the \$74 million dollar Jazz Heritage Center condominiums and home to [Yoshi's](#) restaurant and [1300 on Fillmore](#). Yoshi's club and restaurant was opened to much fanfare in 2007, and in 2009 the San Francisco Chronicle named it one of the "Ten Best New Restaurants." 1300 on Fillmore also reached celebrity status with Executive Chef David Lawrence's cuisine and unique offerings that include a bi-monthly Gospel Brunch. Zagat exuded, 1300 on Fillmore is, "Great modern takes on southern classics. Beautifully presented. Wonderful bar."

Following on their culinary footsteps are a variety of new coffee shops and casual dining restaurants that cater to all tastes. In July, the much awaited Gussie's Chicken and Waffles opens on 1521 Eddy Street. [Jubili Frozen Yogurt](#) and Cereal at 1515 Fillmore soothes people's sweet tooth cravings and provides a healthy breakfast alternative with their selection of house-made granolas. Joining the fare is Espresso Yourself, an organic coffee bar at 1406 Fillmore Street which opened in June, and [Bruno's Pizzeria](#), at 1375 Fillmore, offering pizza and Italian specialties for lunch and dinner.

Listen Up

The Fillmore entertainment scene includes a number of live music venues. [Yoshi's Jazz Club](#) is a split-level jazz club with a state-of-the-art stage with seating for 410. The club features jazz headliners 365-days-a-year, including Taj Mahal and the Phantom Blues Band, Etta James, The Charlie Hunter Trio, Cassandra Wilson, Chick Corea, and the Count Basie Orchestra among other notable acts. [Rasselas](#) located at 1534 Fillmore serves Ethiopian cuisine, and hosts live music seven-nights a week and open mic night for aspiring talent each Monday. [Sheba's Lounge](#) at 1419 Fillmore is a popular piano lounge and intimate jazz club with live music seven-nights-a-week as well as an extensive tapas menu featuring Ethiopian and bar cuisine. Another lively member of the music scene is the legendary [Boom Boom Room](#) at 1601 Fillmore, the funky blues and dance club. [1300 on Fillmore](#) offers live jazz every Monday night from 6pm, and a Gospel Brunch the first and third Sunday each month. No mention of The Fillmore would be complete without [The Fillmore Auditorium](#), the iconic music hall where contemporary, alternative, indie rock and vintage rock musicians still pack the house several nights a week.

The history of The Fillmore is cherished at the [Jazz Heritage Center](#), which features educational exhibits (the Jews of The Fillmore exhibit opens July 19), and a new 1,000 square-foot screening room that will present jazz films. Also part of the center is the Lush Life Art Gallery selling the works of local artists, and a gift shop.

The trendy clothing store and Adidas collectors central, [Harputs](#), has long been a neighborhood clothing destination. The store's young, hip following attracted [Brooklyn Circus](#) to open next door. Harputs recently launched its own clothing line.

The plaza at [The Fillmore Center](#), located at Fillmore and O'Farrell, opened last fall and is now home to an outdoor summer concert and film series, as well as the weekly outdoors farmers' market accompanied by live jazz music. The market is open every Saturday from 9 am until 1pm year round. For more information about the happenings in The Fillmore, go to The Fillmore District on Facebook, [The Fillmore District on Facebook](#), or [Twitter](#).