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## Rising Stars and Industry Veterans Featured in New Advertising Campaign Touting Jack London Square

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There is a New Urban Fabric Unfurling in Jack London Square; Artisan Food, Old Warehouses and a Perfect Climate Make Oakland the New Brooklyn

OAKLAND, Calif.--(BUSINESS WIRE)--The Ellington, Oakland's newest condominium building in Jack London Square, today announced it will launch a focused two-week advertising campaign on KCBS radio beginning September 16, featuring some of the area's hottest chefs and notable entrepreneurs discussing why they have chosen to locate their businesses in Oakland's famed Jack London Square. The dollar amount of the campaign was not disclosed. Ranked as the area's number one news station, KCBS reaches more than 1.3 million listeners weekly.

The advertisements also highlight the Ellington and encourage potential buyers to register on-line at [www.TheEllingtonExperience.com](http://www.TheEllingtonExperience.com). Those who register will be invited to attend a private party on October 3, featuring local food and wine provided by veteran retailers Cost Plus World Market and Berkeley Bowl.

Featured in the 60-second advertisements are Chip Conley, founder and CEO of Joie de Vivre Hospitality; Richard J. Corbo, chef of Pizzeria Zanna Bianco; Rick Hackett, executive Chef of Boca Nova restaurant in Jack London Square; Christopher Losa, owner of the soon-to-be opened European delicatessen Mia Filiano in Oakland; and Niall Cantwell, General Manager of Yoshi's Oakland at Jack London Square.

The advertisements, which will run seven days a week on KCBS radio including peak drive times, feature the speakers discussing what drew them to Oakland's Jack London Square. According to these entrepreneurs, beautiful weather and a Brooklyn-like feel are drawing tastemakers to the waterfront. "It's an exciting time to be here," says Yoshi's Cantwell. "You can feel the pulse of the city," remarks Conley.

"There is an old saying in real estate that location is everything," said Oz Erickson, President of Emerald Fund and developer of The Ellington. "For the Ellington, the ads are a great way to support our neighbors and demonstrate to potential homebuyers what an amazing place Jack London Square is. You don't have to be in San Francisco to experience great urban living, shop at a farmer's market or eat artisanal food. All of those things are happening here, right now."

In addition to the 60-second audio segments, there are also several short video clips featuring the advertisement participants which can be seen at [www.TheEllingtonExperience.com](http://www.TheEllingtonExperience.com).

Details

- Chip Conley, founder and CEO of Joie de Vivre Hospitality, California's largest boutique hotel company and owner of the Waterfront Hotel in Jack London Square.
- Richard J. Corbo, chef of the soon to be open Pizzeria Zanna Bianco. Corbo was named a 2008 San Francisco Chronicle Rising Star and was formerly chef at Ducca in San Francisco.
- Rick Hackett, executive Chef of Boca Nova restaurant in Jack London Square. The East Bay resident also oversees the kitchen for San Francisco's MarketBar and has worked over the years in the kitchens of some of the Bay Area's best restaurants.
- Christopher Losa, owner of San Francisco's Bar Bambino. Losa plans to open Mia Filino a European-style delicatessen on the ground floor of the Jack London Market, an 185,000 sq. ft. marketplace rivaling Seattle's Pike Place Market – and the centerpiece of a proposed \$300 million expansion of Jack London Square.
- Niall Cantwell, General Manager of Yoshi's Oakland at Jack London Square. An East Bay icon, Yoshi's has been a major anchor in the area since 1997 when it moved from Berkeley to the waterfront.

#### About The Ellington

The Ellington opened its doors in April to rave reviews and a kick-off party featuring Attorney General and former Oakland Mayor Jerry Brown. On May 1, the Ellington's 134 one bedroom condos, two bedroom condos and penthouse suites became available for purchase. Phase I is already over 50% sold. New owners began moving into The Ellington in July. Information about the property is available at [www.the-ellington.com](http://www.the-ellington.com).

Note: To receive an electronic file of the ad spots email [lcuadra@bergdavis.com](mailto:lcuadra@bergdavis.com).