



For Immediate Release

**SAN FRANCISCO FIRE DEPT HISTORICAL SOCIETY PRESENTS
1906 GREAT EARTHQUAKE & FIRE EXPOSITION:
COMMEMORATE, CELEBRATE, AND EDUCATE
APRIL 15 – 17 AT PIER 48**

**Three Days of Free Public Events + *1906 Expo Firefighter Ball*
Wells Fargo and See's Candies Official Presenting Sponsors**

SAN FRANCISCO, March 8, 2006—At a press conference held today, San Francisco Fire Department Chief, **Joanne Hayes-White**, outlined plans for the public centennial events to be featured in the *1906 Great Earthquake and Fire Exposition* presented by the **San Francisco Fire Department Historical Society**, Saturday, April 15 through Monday, April 17, 9 a.m. to 6 p.m. daily. The official presenting sponsors for the *1906 Expo* are corporate leaders, **Wells Fargo** and **See's Candies**.

Recognized as one of the official City-wide events to be staged in this centennial year of the Great San Francisco Earthquake and Fire, the *1906 Expo* will be offered free of charge at San Francisco's Pier 48, located one block south of AT&T Park, home of the SF Giants.

The *1906 Expo* will provide the public with a unique opportunity to view a vast array of historical exhibits of vintage fire apparatus, artifacts and memorabilia, rare photographs of the City after the earthquake and fire, fireboat tours, earthquake and fire safety awareness exhibits, two stages of entertainment, and food and beverage booths. A highlight of the three-day Expo, which spans Easter weekend, will be an historic firefighter muster with bucket brigades, hose cart races, hand-operated fire pumps from the late 19th century, a steamer operation, horse-drawn pumps, and a 65' ladder raise.

“Apart from the amazing exhibits and great entertainment that will be on hand, we want to use this opportunity to educate the public in case of another earthquake,” Fire Chief Hayes-White stated. “The exposition will commemorate the tragic events of 1906, celebrate the rebirth of our beautiful city, as well as educate the public about disaster preparedness. We are particularly grateful to Wells Fargo and See's Candies for their leadership role as our presenting sponsors.”

Saturday, April 15 will include a spectacular Opening Ceremony at 12 noon, featuring political and civic VIPs complete with ribbon-cutting and a rousing song from San Francisco soprano, Nicolle Foland, current diva from *Teatro ZinZanni*.

On Saturday, April 15, a special *1906 Expo Firefighter's Ball* will be held on Pier 48 in Shed C to benefit the SF Fire Department Historical Society. The public is invited to attend this festive

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dance, which includes a period costume contest. Entertainment will include the acclaimed violinist **Dick Bright and his SRO Orchestra**. Tickets for this benefit event are \$50 per person.

On Monday April 17, the focus will be on education for Bay Area school children, and local schools will be encouraged to use the opportunity for a special field trip. A special roster of entertainment is being planned specifically for the younger set. **1906 Expo presenting sponsor, Wells Fargo, together with Lifetouch's SmileSafe Kids, plans to produce identification cards for youngsters throughout the three-day Expo as a community service.**

Entertainment will be provided on Saturday, April 15 by the **Barbershop Quartet Harmony Express, The Golden Gate Park Band**, and the rockabilly band **Los Tres Borrachos**. On Sunday, April 16, the public will be treated to Dixieland and Swing by **Brassworks Music**, dancing by **The Barbary Coast Cloggers**, and the music of **The American Ragtime Ensemble** as well as **Generation Blue**. Monday's roster is TBA.

In a related announcement, Fire Chief Hayes-White revealed preliminary plans for a public parade to occur on Tuesday, April 18, the exact date of the 1906 Earthquake. Privately funded by Firefighters Local 798, the **1906 Earthquake and Fire Parade** will begin at 10 a.m. at City Hall and proceed down Market Street concluding at Justin Herman Plaza, where there will be additional live entertainment and historic displays. With plans in process, the official parade will feature 60 contingents including several vintage fire-fighting vehicles from around the state.

In solidarity with the San Francisco Fire Dept. Historical Society, a broad geographic array of organizations will contribute classic vehicles to the *1906 Expo*, including the **San Francisco Fire Dept. Museum, California State Firefighters Association, County of Los Angeles Fire Museum Association, California Chapter SPAAMFAA, San Francisco Police Dept. & Museum, Fire Memories Inc., San Bernardino Historical Pioneer Society, Ukiah Valley Fire District, Eureka Firefighters Local 652, Chico Fire Dept., Suisun Fire Dept., Arroyo Grande Volunteer Fire Dept., Phoenix Society of San Francisco, Ahrens-Fox Restoration Society, Richville Muster Team, and Lindsay Restore the Fire Truck.**

The 1906 Expo is privately funded, and has wide corporate and community support. The San Francisco Fire Department Historical Society gratefully acknowledges the presenting sponsorship of **Wells Fargo and See's Candies**, and the corporate sponsorship of **The Port of San Francisco, PG&E, Lennar Corp., SF Firefighters Credit Union, SF Police Credit Union, Hi-Tech Emergency Vehicle Services, American LaFrance, HomeWorks, Marriott Vacation Club, Shell Vacations, and GMR Marketing** along with media partners **KPIX/UPN TV, KNBR AM, 95.7 MAX FM, SF Chronicle, ANG Newspapers, and San Francisco magazine**. The *1906 Earthquake & Fire Expo* is produced by Steven Restivo Event Services, a long time provider of event production services to non-profit groups, chambers of commerce, merchant associations, and various city agencies.

For additional information, telephone 800/310-6563 or visit www.1906expo.com.

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