

Live Family Festivals

DooF-a-Palooza

On May 22, 2011, **DooF** will host the 3rd annual **DooF-a-Palooza** at Jack London Square in Oakland, a major, free-to-the-public, food and family event. Like our wildly successful events at Google, **DooF-a-Palooza** will include contests, games, and fun hands-on activities with growers, chefs, purveyors and cookbook authors all filmed and streamed live.



2008 at Google Headquarters

Over **20,000 people** will discover first-hand how the Bay Area's best food purveyors, farmers, and organizations we call "Sourcerers" bring their magic to our tables. **DooF-a-Palooza** has an expected media reach of over 4 million.

Great Press Coverage of DooF-a-Palooza:

SF Chronicle Food Section • ABC/KGO's View from the Bay • KGO radio - "Dining Around with Gene Burns", San Jose Mercury Food Section • Oakland Tribune • Contra Costa Times

Bay Area Parent • Radio shows Childhood Matters and Nuestros Niños

Blogs include UrbanBaby SF, ModMom, SF Gate's The Poop, and San Jose Metblogs. As one reporter exclaimed, "there's really nothing like this out there for kids."

A few of the more popular activities from DooF-a-Palooza:

- A live Kitchen Sink Cook-Off with Chef Joey Altman
- Backwards pizza making.
- Finding your local farmers market.
- Recycling Stinky Trash into Black Gold.
- Building your own yogurt parfaits
- Squishing squid and sustainable shrimp with the Monterey Bay Aquarium.
- Rolling your own rice paper Vietnamese spring rolls.
- Baking cookies in solar powered oven.
- Learning to make butter in a soccer ball.



"Sourcerer" booth at DooF-a-Palooza

Great Sponsors of DooF-a-Palooza included: Kaiser Permanente, NetApp, Chronicle Books, Newman's Own Foundation, Alameda County Department of Public Health, and Earthbound Farms, with additional support from Obentec, Planet Organics, The Palo Alto Creamery, Urban Village Farmers Market Association, Elephant Pharmacy, Calafia, Greenleaf Produce, Sysco Food Services, Trimark Economy Restaurant Fixtures and many others.

