



FOR IMMEDIATE RELEASE
Official Ceremony FRIDAY/11am!

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South Bay Expressway Hosts Official Ribbon Cutting Friday/ Saturday Family Fun Day to Celebrate Nov. 19 Opening

From Friday's official ribbon cutting kick off to Saturday's cycling tour, Santa Claus Parade, outdoor movie screening and fireworks at Otay Ranch Town Center, SBX welcomes everyone to experience the road before it opens to traffic.

WHAT: Before South Bay Expressway, the new state-of-the-art toll road extending from SR-54 in Spring Valley to Otay Mesa Rd./SR-905, opens to traffic on Monday, November 19, there will be 2 days of events to celebrate the long awaited milestone.

Friday, November 16 (This is not a public event)

11:00am

Ribbon Cutting Ceremony at the Birch Road Interchange next to Otay Ranch Town Center with featured speaker **U.S. Deputy Secretary of Transportation, Vice Admiral Thomas J. Barrett**. *Mayor Sanders, County Supervisor Greg Cox, Senator Denise Ducheny, California Assembly members Shirley Horton and Mary Salas, San Diego Councilman Ben Hueso, City of Chula Vista Mayor Cheryl Cox and other dignitaries and community leaders also scheduled to attend.*

VISUALS: convertible with first customer, Deputy Secretary, SBX CEO Greg Hulsizer driving through huge banner immediately following ceremony; official ribbon cutting; speakers; interviews. A media stage and multi-box will be provided for cameras

Special instructions: Media vans are allowed to park directly on site – got to the SBX Birch Road northbound interchange and security will direct you to parking.

Saturday, November 17

Celebrate the grand opening with a full day of family fun:

Cycling Tour

South Bay Expressway's grand opening community celebration gets in gear with a 15-mile self-guided bike tour of the road and its interchanges beginning at 8 a.m. Cyclists will begin at the Birch Road interchange next to Otay Ranch Town Center in Chula Vista.

Fun Run/Walk

Join your friends and neighbors for a fun run/walk on South Bay Expressway. With the option of choosing a 5-mile or 10-mile loop, the starting line begins at the Birch Road interchange.

Family Festival and Santa Claus Parade

At 11 a.m., the fun begins at Otay Ranch Town Center with entertainment and activities planned for kids and adults alike. Visit the Safety Zone to see fire trucks, police cruisers and other safety equipment up close. Meet athletes from Chula Vista's Olympic Training Center for live demonstrations and to hear the athletes talk about their sports and training schedules. Kids won't want to miss a ride on the track-less train, a spin in a mini go-cart and playing in the blow-up jungle gym – plus Santa Claus will arrive and lead a parade at 5 p.m.

Guided Tours

The community is invited to climb aboard for a trip along the full length of the road, including the impressive Otay River Bridge. A SBX tour guide will narrate and the bus will visit each interchange, highlighting locations of interest located just minutes from South Bay Expressway, including restaurants, schools and retail outlets. Tour guides will also be available to answer any questions about the road, its construction and how to use it.

Outdoor Movie and Fireworks

The grand opening celebration ends at nightfall (approximately 6:30 p.m.) with a free outdoor movie courtesy of the new AMC Otay Ranch 12, opening this holiday season. Bring a blanket for a fun, family-friendly screening of *The Polar Express* under the stars. Popcorn and snacks will be provided. Fireworks to follow.

All events are free and open to the public.

WHEN: Saturday, November 17

8:00 a.m. Cycling Tour of South Bay Expressway

8:30 a.m. 5 mile or 10 mile Fun Run

9:00 a.m. Family Fun Walk

11:00 a.m. Family Festival

12:00 p.m. Guided Tours of South Bay Expressway

5:00 p.m. Santa Claus Parade at Otay Ranch Town Center

6:30 p.m. Outdoor Screening of *The Polar Express* courtesy of AMC Theaters

8:30 p.m. Fireworks Display over South Bay Expressway

WHERE: Park at west corner of Otay Ranch Town Center Birch Road parking lot

WHAT ELSE: For the first two weeks, everyone drives South Bay Expressway for free!

All motorists will be welcome to take a stress-free, gridlock-free and just plain FREE, unlimited test drive from November 19 to December 2. Additionally, anyone who opens a FasTrak® account with South Bay Expressway will also receive **FREE UNLIMITED** driving on South Bay Expressway until midnight January 13, 2008.

For more information on grand opening activities or to sign up for FasTrak visit www.southbayexpressway.com or call 619-661-7070.

About South Bay Expressway

South Bay Expressway is a 10-mile express toll road that extends from SR 54 in Spring Valley to SR 905 near the International Border Crossing. This exciting, new transportation alternative offers a fast, reliable and scenic drive, every time. The new connection links the growing communities across Southeast San Diego County and provides convenient access to Downtown, Sorrento Valley, I-8, I-15 North, Otay Mesa and Mexico. The construction of this first-class express toll road was made possible through an innovative public/private partnership. South Bay Expressway is one of the first roads of its kind in California and the U.S.

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