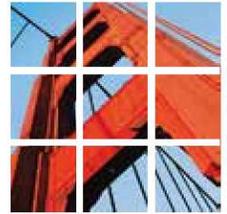




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FOR IMMEDIATE RELEASE

San Francisco to Add Markers for the California African-American Freedom Trail

Guide to 25 markers in San Francisco to be available this fall

Nov. 13, 2018 – The latest set of markers for the California African-American Freedom Trail will be announced on Sunday, Nov. 18, 2018 at 2 p.m. at Pier 27 in front of the James P. Herman Cruise Ship Terminal.

The event will be attended by Port of San Francisco Executive Director Elaine Forbes. Also attending will be the Revs. Robert and Ann Champion Shaw, pastors of Bethel A.M.E., the first of three current churches founded in 1852, and Al Williams, president of the San Francisco African-American Historical and Cultural Society, which has documented the history of African-Americans in the West since 1955.

"San Francisco has been a beacon for freedom since the early 19th century," notes Joe d'Alessandro, president and CEO of the San Francisco Travel Association. "As the founding city for the United Nations, we want visitors to see where Capt. William Alexander Leidesdorff forged a community, where Mary Ellen Pleasant supported John Brown and Harriet Tubman and where Maya Angelou became a trusted advisor to Kwame Nkrumah, Malcolm X and Dr. Martin Luther King Jr."

John William Templeton, a global expert in cultural heritage tourism, preservation and cuisine, has researched the 6,000 sites of the California African-American Freedom Trail across the Golden State over the past 25 years, since the publication of his award-winning book "Our Roots Run Deep: The Black Experience in California, Vols. 1-4 in 1991."

Working with San Francisco Travel during the past five years, Templeton has prepared a guide for meeting planners to 70 sites located in San Francisco. A new edition will be unveiled during November which will be available at the Visitor Information Center in time for holiday visitors and the national college football

championships. Background on the California African-American Freedom Trail is at <https://queencalafiamovie.com/>.

“Meeting decision-makers can understand the economic development implications of capturing the impact of the three million African-Americans in California and their \$60 billion of annual income by boosting visits to places like California's oldest black restaurant, Sam Jordan's, 4004 Third St.,” said Templeton, who recently joined Board of Supervisors President Malia Cohen for the renaming of Galvez Street as Sam Jordan's Way.

The Trail includes markers for these points of interest:

California and Leidesdorff Streets, pinpointing the plaque and statue of Capt. William Alexander Leidesdorff, the first African American millionaire

Monadnock Building, 685 Market St, marking the office of Oscar Hudson, California's first black attorney

550 Pacific Street, marking Purcell and King's, site of the first band to use "jazz" in its name

Octavia and Bush Streets to mark the mansion and eucalyptus trees of Mary Ellen Pleasant, “mother of civil rights in California,” a funder of the Underground Railroad and John Brown's raid on Harpers Ferry

Third Baptist Church, 1399 McAllister St., site of Capt. Charles Goodall's mansion where President U.S. Grant visited after the end of his term. Members of Third Baptist Church took apart Goodall's mansion by hand and used the lumber in construction of the current sanctuary, which hosted Paul Robeson, W.E.B. DuBois and Dr. Martin Luther King Jr.

Bethel A.M.E. 916 Laguna St., oldest of the three African-American churches founded in 1852; pastors of the 1850s included Rev. T.M.D. Ward, Rev. Jeremiah B. Sanderson

First A.M.E. Zion, 2159 Golden Gate; a sanctuary built by Rev. L. Roy Bennett, Dr. King's predecessor as leader of the Montgomery Improvement Association; the church hosted visitors to the 1915 World's Fair at post-quake location at Geary and Webster Streets among the businesses

Hazel Southern Bar and Kitchen at 1446 Market, named the Black Restaurant of the Year by blackrestaurant.net

Sam Jordan's Bar, California's oldest black-owned restaurant, founded in 1959.

San Francisco Travel is sponsoring the California African-American Freedom Trail markers significant to the childhood of National Medal of Freedom winner Maya Angelou at the site of her home at Laguna and Bush Streets and the site of her first job in a record store in the 1200 block of Fillmore street.

The Hotel Council of San Francisco is also sponsoring markers on the Trail at Pier 27 which is the trail head for the entire statewide trail, adjacent to the James P. Herman Cruise Ship Terminal.

"Our guests often ask about attractions in the African-American community, and the Freedom Trail guide has been invaluable for concierges and meeting planners over the past five years. It helps spread the benefits of our hospitality industry to cultural institutions, churches and businesses around the city. The markers will prompt even more to explore," said Kevin Carroll, executive director of the Hotel Council.

The markers are being manufactured by Priority Graphics Inc., led by Juliana Choy Sommer, in San Francisco's Bayview neighborhood.

"The 750,000 African-Americans in Northern California, with an annual income of \$15 billion, stand on the shoulders of some of the most durable institutions in California and have a deep sense of belonging with places like Bethel A.M.E., Third Baptist Church, First A.M.E. Zion, Hannibal Lodge No. 1 and Victoria Lodge No. 3, all founded in 1852 and still vitally important today," said Templeton.

Author of "Say Grace and Wipe Yo' Hands: Black Restaurant.NET Guide to America's Black Restaurants," he also cited San Francisco's unique culinary cornucopia of "Freedom Food" with brand new Queen's Louisiana Po' Boy at Pier 31 1/2, Hazel Southern Bar and Kitchen at Market and Van Ness Streets, Isla Vida at 1335 Fillmore St, Food and Wine award winning Farmer Brown at 25 Mason St. and the upcoming launch of G.R.I.T.S. (Guy Raised in the South) at Turk and Jones.

"In no other city is so much black cuisine this close to the main convention areas," said Templeton.

Mayor London Breed saluted the newest venue, Cafe Envy, in September 2018 at 1701 Yosemite St., by April Spears, founder of Auntie April's.

"She has stuck with this community time and time again," Mayor Breed said. "Spears has stepped to the plate to be this incredible anchor tenant. We need to support her."

Templeton notes that the state's black population is larger than that of San Diego and San Francisco combined.

The timing of the new markers is auspicious as the city marks the [International Decade for Peoples of African Descent](#) (2015-2024), the 150th anniversary of the 14th Amendment (July 9, 2018), which granted citizenship to former slaves recently freed, and the 400th anniversary of the Jamestown Settlement (2019). The International Decade for People of African Descent was created by the United Nations in 2015 to mark the passage of the 13th Amendment in the United States, an event which happened because of catalysts from San Francisco. Featured on the decade web site are two iconic alumni of San Francisco's George Washington High School, Danny Glover and Maya Angelou.

"We are actually using the Trail as a treasure hunt for students and educators so that they can see the central role of African-Americans in San Francisco and California history," said Templeton.

Templeton, a ruling elder at St. John's Presbyterian Church in the city, was the advocate for a successful measure in June by the General Assembly of the Presbyterian Church U.S.A., sponsored by the church to honor Rev.

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Henry Highland Garnet, the first African-American to speak in the U.S. Capitol in a memorial service for the 13th Amendment in 1865. That speech marks the deliverance from the institution which began in 1619 in Jamestown.

To define the Trail statewide, Templeton has presented scholarly papers to the California Council for the Promotion of History, California Council for the Social Studies, Association for the Study of African-American Life and History, American Educational Research Association and to the American Historical Association-Pacific Coast Branch.

"San Francisco history puts the context of liberation into the accounts of the black experience in the Americas because it has been where the movements were launched to end racial discrimination in all its iterations," said Templeton. "Their agency will give renewed hope to those who continue to fight against injustice."

A long-needed discussion of the impact of the November 18 events in 1978 will begin the process of healing for thousands of families who have been completely ignored for 40 years.

Schools can use the Trail to interpret a unit titled "Citizenship for All: 150th anniversary of the 14th Amendment," presented in video on ReUNION: Education-Arts-Heritage educational network online. The Trail has also been featured on "Money on the Table," a new monthly series on KMTP-32, the only African-American controlled public television station, and on KPOO-FM 89.5 during the Ibeji Lounge with Melonie and Melorra Green.

The Trail will be the centerpiece of the Spring Break San Francisco promotion in March 2019 in which alumni and students of the 150 historically black colleges and universities and predominately black institutions are encouraged to spend their vacations in San Francisco and take advantage of the rich culture.

The San Francisco Travel Association is the official destination marketing organization for the City and County of San Francisco. For information on reservations, activities and more, visit www.sftravel.com, read The San Francisco Traveler or call 415-391-2000.

San Francisco Travel operates Visitor Information Centers at Hallidie Plaza, 900 Market St. at the corner of Powell and Market streets, and at Macy's Union Square. San Francisco Travel is also a partner at the California Welcome Center at PIER 39.

For more about San Francisco, follow www.facebook.com/onlyinSF, www.instagram.com/onlyinsf and <https://twitter.com/onlyinsf>.

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consecutive year of record-breaking traffic levels at SFO. SFO offers upgraded free Wi-Fi with no advertising. For up-to-the-minute departure and arrival information, airport maps and details on shopping, dining, cultural exhibitions, ground transportation and more, visit www.flysfo.com. Follow SFO on www.twitter.com/flysfo and www.facebook.com/flysfo.

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Note to editors:

- Press releases and other media resources are available at www.sftravel.com/media.
- The San Francisco Travel Photo Video Library is available at <http://sftravel.photoshelter.com/index>.
- To receive news and updates regularly in San Francisco Travel's e-newsletters, visit www.sftravel.com and scroll down to "Newsletter Sign-up."
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