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PRESS RELEASE

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FOR IMMEDIATE RELEASE
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Picnic en Blanc – An End of Summer Celebration A chic pop-up picnic and dance party returns to Redwood City.

It's not easy to keep a secret in the digital age, but that's a core theme of 2021 Picnic en Blanc and it's a sell out!

Brought to you by the Redwood City Parks and Arts Foundation and Redwood City Events, Picnic en Blanc will bring together, at a secret outdoor location, hundreds of friends, family, and soon-to-be-friends, attired in white for a picnic dinner, live music and dancing. On Friday evening, September 10, 2021, the secret location in Redwood City will transform into a sea of white as guests arrive, with the setting of the occasion revealed to attendees two days before the magic begins.

"The secrecy of the location is part of the allure of the event. Guests with a sense of adventure view the surprise of the location as part of the charm of Picnic en Blanc," says Pamela Estes, board president of the Redwood City Parks and Arts Foundation.

Picnic en Blanc is a pop-up picnic and dance party, but is more aptly described as a stylish dining and music experience staged outdoors on a beautiful summer evening. The event formally begins at 6:30 pm with Flamenco Guitarist and Composer David McLean. Guests are greeted with a signature cocktail and then choose a picnic table adorned with a white tablecloth and decorations, where they can enjoy the al fresco dining and social experience. For guests who don't want to bother with packing a picnic basket, Cyclismo Cafe is offering a variety of picnic boxes that can be ordered through their website and picked up at the event.

Following each party's picnic, the elegant affair will transform into a dance party. Live musical entertainment will be provided by The Peelers. The Peelers combine the performance energy of a live band with the versatility and sense-of-play of a DJ, connecting medleys from Michael Jackson to Lady Gaga to the Eurythmics to Usher, creating a unique non-stop dance experience.

This year, after a one year interruption, the Picnic en Blanc set up will be different as we are still living with the Delta variant. Picnic en Blanc in past years has occurred outdoors and under open skies. This year some tables will be set up under open skies, but most of the picnic tables will be set up under a large canopy with three open sides, and multiple ceiling fans will be installed to improve air flow.

Additionally, ticket sales are limited to 350 and plenty of tables will be set up to provide ample space. “Limiting ticket sales underscores the importance of support from wonderful lead sponsors: Chan Zuckerberg Initiative, J. Paul Company, Redwood General Tire, Old County Cellars, Expert Marketing Advisors, Greystar, Sky View Creative, Realtor Pam Tyson-Compass, and Toni Trujillo Vian. And, given the times we live in, there is a degree of risk in attending any large outdoor event, but we will follow any local and CDC guidelines to do our best to host Picnic en Blanc in both a safe and fun manner,” says Sheila Cepero, board vice president of the Redwood City Parks and Arts Foundation.

Proceeds from the event will benefit shade structures for Redwood City parks. “This end of summer party has been great fun in the past, and we look forward to celebrating the close of summer in this special way while raising funds to provide more amenities for our parks,” says Chris Beth, Director of Parks, Recreation and Community Services.

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