****MEDIA ALERT**MEDIA ALERT**MEDIA ALERT****

VISIT PLEASANT HILL TO UNVEIL THE FIRST-EVER "PLEASANT HORN" DURING COMMUNITY SOCCER CELEBRATION, JUNE 11

Designed and 3D-printed by Diablo Valley College Students, the "Pleasant Horn" Celebrates the Spirit of the Global Soccer Tournament in Pleasant Hill

B-roll and images here

WHEN: Thursday, June 11, 2026, at 6:00 p.m.

WHERE: Downtown Pleasant Hill Plaza
60 Crescent Drive
Pleasant Hill, CA 94523

WHAT: As excitement builds around the world's biggest soccer tournament coming to the Bay Area, Visit Pleasant Hill is hosting a community celebration to officially unveil the “Pleasant Horn,” a custom-designed horn inspired by the iconic vuvuzela, this **Thursday, June 11, 2026, at 6 p.m.** in Downtown Pleasant Hill.

Designed and built by students from Diablo Valley College's National Society of Black Engineers and the Architecture, Construction & Engineering Club (ace club), the “Pleasant Horn” represents community creativity, innovation and local pride.

A playful twist on the vuvuzela popularized during the 2010 tournament, the “Pleasant Horn” produces a more delightful hum that celebrates the community spirit and charm of Pleasant Hill. During the event, students will present the horn before an official community countdown and ceremonial blast.

Attendees will also have the opportunity to win four tickets to a Bay Area world soccer tournament match. One winner will be selected live during the event and must be present to claim the prize.

Throughout the month, downtown businesses will join the fun with special offers, themed drinks and menu items, prize giveaways, watch parties and more.

Additional Event Highlights:

- Live performances by the Diablo Valley College Viking Ensemble.
- Remarks from Pleasant Hill Vice Mayor Andrei Obolenskiy.
- Limited-edition “Pleasant Horn” giveaways.
- Downtown favorite, Jack's Restaurant & Bar, will serve its special "Golden Goal Margarita" throughout June in celebration of the global soccer festivities.
- The Pleasant Hill Martinez Soccer Association AYSO will host a family-friendly pop-up featuring games. Youth players who attend in their soccer uniform will receive a prize while supplies last.

WHO: Visit Pleasant Hill in partnership with Diablo Valley College and Downtown Pleasant Hill

MEDIA: We kindly ask that you RSVP in advance for on-site coordination. Advanced live hits and in-studios are available. Please RSVP to vphpr@paradiseadv.com.

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About Visit Pleasant Hill

Visit Pleasant Hill is the official destination marketing organization for the City of Pleasant Hill, focused on driving economic growth through tourism. Working in partnership with local hotels, businesses, and community organizations, Visit Pleasant Hill positions Pleasant Hill as a centrally located hub for exploring the Bay Area. With convenient access to BART and major regional corridors, Pleasant Hill offers easy connections to San Francisco and the innovation centers of Silicon Valley, reinforcing its role as a hub for both business and leisure travel. Through targeted marketing, strategic partnerships, and community engagement, Visit Pleasant Hill supports the local hospitality sector and strengthens the city's visitor economy. Learn more at visitpleasanthill.com.

About Downtown Pleasant Hill

Downtown Pleasant Hill is a premier open-air shopping center in the heart of Pleasant Hill, offering a convenient mix of national retailers, dining, and everyday services. Anchor tenants include Ross Dress for Less and Michael's Arts & Crafts, complemented by popular dining options such as Jack's Restaurant & Bar, Urban Plates, Zachary's Chicago Pizza, and Chipotle Mexican Grill. Together, these leading brands create a vibrant, walkable destination for shopping, dining, and daily needs. Learn more at shopdowntownpleasanthill.com.

PR Contact

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