



****UNDER EMBARGO until October 10, 2024, at 12 p.m. PST****

Children's Fairyland and Sogorea Te' Land Trust Transform the Iconic "Fairyland" sign to "Ohlone Land" at Fairyland Hill



This rendering, created by the Sogorea Te' Land Trust, was shared on social media on May 10, 2023, envisioning the transformation from "Fairyland" to "Ohlone Land."

OAKLAND, CA, October 10, 2024 — Children's Fairyland, the Sogorea Te' Land Trust, and the Confederated Villages of Lisjan are excited to announce a historic partnership with the transformation of the iconic "Fairyland" sign on Fairyland Hill along Lake Merritt to "Ohlone Land" in honor of Indigenous Peoples' Day. **The collaborative group will unveil the "Ohlone Land" sign on Thursday, October 10, 2024, at 12 p.m. PST at Fairyland Hill, and it will remain on display through the new year.** This change recognizes the ancestral caretakers of the land—the Lisjan Nation—and reinforces the park's commitment to amplifying Indigenous voices and stories within its programming.

The idea for the sign originated from a digital rendering shared by Sogorea Te' Land Trust on social media last year, reimagining "Fairyland" as "Ohlone Land." The image sparked discussions about visibility and set the stage for this meaningful collaboration.

"We are proud to deepen our relationship with the Sogorea Te' Land Trust and the Lisjan Nation, and add a new meaning to a beloved Oakland symbol," said Kymberly Miller, the executive director of Children's Fairyland. "This is more than just a sign. We are celebrating the land, uplifting the voices and living history of the Ohlone people, bringing stories to life at the park, and inviting every visitor to connect with the cultural heritage of the Lisjan Nation."

Ohlone is a term that refers to Indigenous people from different tribes across eight regions of the greater Bay Area, each with its own languages and origins stories. Oakland is in the ancestral territory of The Confederated Villages of Lisjan Nation (Lisjan Nation), one of the Bay Area tribes that includes descendants of Ohlone people that were taken into Mission Dolores and Mission San Jose.

"This collaboration is giving visibility to the first people of the Bay Area. In altering this well-known sign, we are uplifting Ohlone presence and inviting Oakland to reflect on the history of this place and its original people. We are still here. What can you do to recognize the Native people of where you are?" said Corrina Gould, Tribal Chairperson Lisjan Nation, Sogorea Te' Land Trust Co-Founder.



The unveiling of the “Ohlone Land” sign will be followed by a celebration at Children’s Fairyland on Indigenous Peoples’ Day, Monday, October 14, 2024, featuring storytelling, activities, and performances to honor the rich heritage of Indigenous people. The event is included with the cost of Fairyland admission and offers activities for all ages:

- 10:30 a.m. and 3:00 p.m. – Storytime featuring traditional Indigenous tales
- 1:30 p.m. and 2:30 p.m. – Performances by Alicia Retes, a renowned Native American storyteller and performer
- 2:00 p.m. – Native Boogie & Beats led by Manny Lieras, a visually captivating collective of Pow Wow dancers and singers representing multiple Native American tribes.

“Many people in Oakland have memories of visiting this park. Up until now, those memories haven’t included Indigenous people or stories. As a mom and culture keeper, it’s important to know we are changing that,” said Lisjan Nation tribal member Deja Gould.

The “Ohlone Land” sign marks the beginning of a long-term collaboration between Fairyland and Sogorea Te’ Land to introduce Indigenous stories, culture, and practices into the park’s experiences and programming. Additionally, the organizations are working together to share access to the park with Indigenous communities in the Bay Area. Future projects are planned to elevate Lisjan (Ohlone) voices and representation for young people who visit Fairyland.

ABOUT CHILDREN’S FAIRYLAND: Children’s Fairyland, a 501(c)(3) nonprofit organization, is America’s oldest storybook theme park. Nestled on the shores of Lake Merritt since 1950, Fairyland is renowned for stimulating children’s imaginations, creativity, and desire to learn through educational programs, fairy-tale sets, tot-sized rides, storytelling, reading, and play. Located at 699 Bellevue Ave, Oakland, California, Fairyland is committed to providing a magical experience for families with children ages 8 and under. Learn more at www.fairyland.org.

ABOUT SOGOREA TE’ LAND TRUST: Sogorea Te’ Land Trust is an urban Indigenous women-led land trust based in the San Francisco Bay Area that facilitates the return of Indigenous land to Indigenous people. Through the practices of repatriation, cultural revitalization, and land restoration, Sogorea Te’ calls on Native and non-native peoples to heal and transform the legacies of colonization, genocide, and patriarchy and to do the work our ancestors and future generations are calling us to do. Learn more at sogoreate-landtrust.org.

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MEDIA ADVISORY: Press is invited to attend the sign unveiling on Thursday, October 10, 2024, at 12 p.m. PST at Fairyland Hill, located at 211 Grand Ave, Oakland, CA 94610.

For more information and photos, please contact Morgan Rothenbaum at morgan.rothenbaum@fairyland.org and Inés Ixierda at ines@rematriatetheland.org.