



FOR IMMEDIATE RELEASE

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CicLAVia Heads to the Heart of the Harbor with LA2050 for Next Event of 2019 Season

CicLAVia and LA2050 invite Angelenos to Wilmington to envision the future of the region along most community- and family-oriented route to date

LOS ANGELES — **CicLAVia** will host its most family-oriented event to date with partner **LA2050** on Sunday, April 28 from 9am-4pm in **Wilmington**.

For **CicLAVia—Wilmington featuring LA2050**, the Los Angeles neighborhood of Wilmington will open its doors and streets for Angelenos to explore and enjoy its built and social environments and **envision what the future of the region should be**. The event's compact, car-free route will be dense with family-friendly activities, allowing participants to take a slower pace than at normal CicLAVia events and reimagine Los Angeles as the best place to **Live, Learn, Play, Connect, and Create**.

The event will close streets to cars and open them to people along a route that connects historic Banning Park and scenic Waterfront Park to use as recreational space to run, bike, skate, scoot, stroll, or simply enjoy the many activities for all ages.

"Wilmington represents our 30th CicLAVia since 2010," said **CicLAVia Executive Director Romel Pascual**. "Wilmington's history has shaped our city's narrative, and we're excited to mark our 30th CicLAVia here. The vibrant and dynamic neighborhoods, local businesses, and people have helped make CicLAVia a tradition for Los Angeles."

"The future of Los Angeles begins at the community level with our grassroots organizations," said **Tara Roth, President of The Goldhirsh Foundation**, which spearheads My LA2050, the \$1 million grants challenge designed to spark civic activism. "Our challenge focuses on empowering ideas from communities. We're proud to partner with CicLAVia as one of our first grant winners and with

Wilmington as the dynamic setting to share and vote on the newest ideas to turn inspiration into impact for a better LA.”

“Wilmington is the heart of harbor and I’m thrilled that community members and Angelenos alike will have an opportunity to explore, learn and play along the CicLAvia route,” said **Los Angeles City Councilmember Joe Buscaino.**”

“CicLAvia in Wilmington transforms the streets into a plaza for people instead of a thoroughfare for cars. Every CicLAvia gives us a chance to unplug and spend time as families, neighbors, and communities,” said **LADOT General Manager Seleta Reynolds.**

Among the deep list of fun, educational and inspirational things to do along the route, community partners will offer activities themed to LA2050’s vision for making Los Angeles the best place to:

LEARN

- Kids bike safety course
- Las Fotos photo booth
- Los Angeles Public Library’s book bike

PLAY

- National Parks Service’s 25’ rock wall
- Skateside’s skateboard skills class
- Live music from Solar DJs
- Informational booth hosted by past **My LA2050 grant winner Harlem Lacrosse**

CREATE

- Self Help Graphics & Art’s hands-on, mono-silkscreen stencil workshop
- LA2050’s button making workshop

CONNECT

- Los Angeles County Registrar’s voter registration booth
- Free kids helmets (while supplies last) from the California Highway Patrol
- Street Poet’s poetry in motion van live performance and writing workshop
- United Way of Greater Los Angeles’ interactive mural wall
- Informational booth hosted by past **My LA2050 grant winners Miry’s List and EmpowerLA**

LIVE

- Port of Los Angeles’ TransPORTer, a mobile exhibit with displays that highlights the history, equipment, environmental programs, and future of the nation’s number one container port
- Informational booth hosted by past **My LA2050 grant winner United Way of Greater Los Angeles**
- Food trucks supported by past **My LA2050 grant winner Opportunity Fund**

For a full list of activities along the route, visit www.ciclaviala.org/activities_along_the_route_wilmington.

CicLAvia—*Wilmington* coincides with LA2050's annual **My LA2050 Grants Challenge** voting season. Each year My LA2050 awards \$1 million to 10 organizations to effect change, collaboration, and civic impact in Los Angeles. CicLAvia was a 2013 grantee, and can attest to how impactful LA2050's support is. This year Angelenos will be able to vote in-person at this CicLAvia event for their favorite My LA2050 submissions. For more on the challenge, visit challenge.la2050.org.

In the spirit of the partnership with LA2050, CicLAvia recently **asked its robust and diverse community of social-media followers how they would make a better Los Angeles region**. Responses focused on improving mobility options and expanding people-centered infrastructure like more bike lanes, alternative modes of transportation, dedicated bus lanes, and public transportation.

CicLAvia—*Wilmington* featuring LA2050 also provides an opportunity for residents and visitors alike to explore some of the region's roots. Wilmington is home to many historic fixtures which date as far back as the mid-19th century like the **Phineas Banning Mansion** and the **Drum Barracks**, while the iconic **Don Hotel** has been one of the stand-out features along the harbor since the 1920's. **The Mexican Fan Palms Trees that line Avalon Blvd.**, installed in advance of the 1932 Los Angeles Olympic Games, started what has become an iconic symbol of the region, palm tree-lined streets.

The CicLAvia season continues **June 30 with a CicLAvia—Mid-City**. For more information about the 2019 season, visit www.ciclaviala.org.

About CicLAvia

CicLAvia is a 501 (c) 3 nonprofit organization. CicLAvia catalyzes vibrant public spaces, active transportation and good health through car-free streets. CicLAvia engages with people to transform our relationship with our communities and with each other. CicLAvia is an innovative model for creating new public space and enriching civic life.

About LA2050

LA2050 is a community-guided initiative driving and tracking progress toward a shared vision for the future of Los Angeles. Launched in 2011 by the Goldhirsh Foundation, LA2050 was designed to inspire an outbreak of civic activism and to develop a roadmap to accelerate impact for our region, through our grants challenge and beyond. LA2050 deploys financial, human, and social capital with the help and ideas of hundreds of thousands of Angelenos to make LA the best place to LIVE, LEARN, PLAY, CONNECT, AND CREATE.

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