



FOR IMMEDIATE RELEASE

Media Contact: Shawn Dhanak, shawn@ciclavia.org, 310-363-0451

***** MEDIA ADVISORY FOR JUNE 30 AT 8:30 AM *****

CicLAVia to Celebrate 200 Miles of Car-Free Streets Traveled, Hold Kickoff Ceremony & Press Conference

LOS ANGELES — CicLAVia will mark 200 miles traveled since 2010 as it welcomes Angelenos to a new route, *Mid City Meets Pico Union*, on June 30. CicLAVia will hold a press conference and kickoff ceremony in celebration of the milestone and what's become its role in inspiring more Angelenos to walk and bike more — which city leaders are calling on residents to do. **Members of the media are encouraged to attend.**

Following the kickoff event, Angelenos will bike, skate, scoot, stroll, and enjoy the many all-ages activities along a 4-mile car-free route, which will connect the neighborhoods of Mid City, Pico Union, Harvard Heights, Arlington Heights, and Angelus Vista for the first time.

Details for the morning kickoff celebration are as follows:

WHO:

Ron Galperin, Los Angeles City Controller
Monique Earl, Los Angeles Department of Transportation Assistant General Manager
Romel Pascual, CicLAVia Executive Director
Catherine Geanuracos, CicLAVia Board Chair
Stephanie Ramirez, AARP Associate State Director
Frank Escamilla, Street Poets Director of School and Community Programs

WHAT: CicLAVia celebrates the kickoff of CicLAVia—*Mid City Meets Pico Union* and its big 200-mile milestone

WHEN: Sunday, June 30, 2019
Kick-off celebration and press conference: 8:30 a.m.

CicLAvia Event: 9 a.m. to 4 p.m.

WHERE: Corner of Washington Blvd & La Brea Ave

(Approximate address: 4915 W Washington Blvd, Los Angeles, CA 90016)

RSVP: Shawn@cicLAvia.org or 310-363-0451

ABOUT THE 2019 CICLAVIA SEASON

CicLAvia continues its biggest season yet, with events planned every other month. The epic 2019 CicLAvia season continues with events every other month, with one connecting the Hollywoods, a special celebration of UCLA's Centennial, and a first-time visit to the western San Fernando Valley.

Since the inaugural CicLAvia event on October 10, 2010, over 1.6 million people have explored 200 miles of car-free streets at CicLAvia events. Almost a decade on, CicLAvia is now part of the Los Angeles culture and looks to bring the region even closer and continue to show that alternative mobility modes are not only good for the environment and healthy, but also fun.

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.

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