



FOR IMMEDIATE RELEASE

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CicLAvia to Debut New Route through West Hollywood, Connecting to LA's Hollywood and East Hollywood Neighborhoods

With a new 6.5-mile car-free route, CicLAvia to make first visit to the City of West Hollywood and East Hollywood and a return visit to Hollywood

LOS ANGELES — **CicLAvia** will connect the **City of West Hollywood** with the City of Los Angeles communities of **Hollywood** and **East Hollywood** on Sunday, August 18 with a brand new, car-free route for its fourth of six events of the busiest-yet 2019 season. The 6.5-mile route for this event, **CicLAvia—Meet the Hollywoods**, presented by the **Los Angeles County Metropolitan Transportation Authority (Metro)**, features stretches of Santa Monica Blvd., Highland Ave., and Hollywood Blvd.

From West Hollywood's rainbow crosswalks to the Hollywood Walk of Fame and Barnsdall Art Park, participants will have the opportunity for a CicLAvia car-free streets experience through the City of West Hollywood and L.A.'s East Hollywood neighborhood — which include Thai Town and Little Armenia — for the first time. The route will allow participants to roll or stroll through the Hollywood community for the first time since the epic 2018 event, *Celebrate LA!: LAPhil100 x CicLAvia*.

Metro has four rail stations along the route: Hollywood/Highland, Hollywood/Vine, Hollywood/Western and Vermont/Sunset stations. Bikes are welcome on the Metro system, but Metro asks riders to look for and use the designated spaces for bicycles inside the trains and to TAP at the entrance to stations.

“As CicLAvia rolls into West Hollywood, we’re overjoyed to be a host city and welcome everyone for this next edition of the tradition,” said **City of West Hollywood Mayor John D’Amico**. “We’re already the most walkable city in the region and on funday/Sunday, August 18th we’ll be the most bike-able, too.”

“While traveling through open streets on CicLAvia Sundays you get a deeper understanding of communities’ built and social environments,” said **Romel Pascual, CicLAvia Executive Director**. “One of the many things that makes CicLAvia special is that even in some of the

most famous areas in the world, like those hosting this route, you're likely to learn of a tucked-away shop and talk to people you normally wouldn't have the chance to."

"I have long sought to bring CicLAvia to West Hollywood," said **City of West Hollywood Mayor Pro Tempore Lindsey P. Horvath**. "I am thrilled for our city and community to share in the joy of CicLAvia — with families and friends connecting in new ways. West Hollywood's strength lies in our celebration of diversity and inclusion. Traveling along iconic Santa Monica Boulevard through the heart of West Hollywood reminds us of what makes our city special: unique businesses, historic architecture, a vibrant LGBTQ community, and the dynamic people who call West Hollywood home."

"CicLAvia transforms our bustling streets into great public spaces that everyone can enjoy," said **Los Angeles Mayor Eric Garcetti**. "I am glad it is carving new routes through our dynamic communities — so people of all ages can spend the day rediscovering a historic neighborhood, enjoying healthy recreation, and making new friends."

"The Metro Open Streets Grant Program provides opportunities for Los Angeles County residents to walk, roll, scoot, skate, use transit, and bike in an urban environment, and encourages sustainable transportation," said **Inglewood Mayor and Metro Board Chair James T. Butts**. "Today's event is a great way to walk the talk from West Hollywood to East Hollywood."

"In what is now a beloved Los Angeles tradition, CicLAvia promotes healthy living and connects communities throughout the City by using mobility options other than the automobile — whether it's a bicycle, roller skates, a good pair of running shoes, or an old-fashioned walk down the street," said **Los Angeles City Councilmember Mitch O'Farrell (CD13)**. "CicLAvia encourages the discovery of local landmarks and businesses we may have not noticed while driving. This year is particularly special as it is the first time CicLAvia travels through the heart of Hollywood, encompassing most of the Walk of Fame and several miles of Hollywood Boulevard in Hollywood and East Hollywood. This route emphasizes the walkability of these areas and showcases the beauty and character of the 13th District."

"This stretch of Hollywood is historic, diverse and beautiful if you take the time to really see it," said **Los Angeles City Councilmember David Ryu (CD4)**. "I'm thrilled to welcome CicLAvia to Hollywood as a way to support our community, support our local businesses, and provide a truly car-free way to experience Hollywood."

Since the inaugural route on October 10, 2010, CicLAvia has visited dozens of communities and traversed over 200 miles, with more than 1.6 million people having participated. On event days, CicLAvia has demonstrated positive impacts on local communities such as a nearly 60% boost in businesses' sales and a 50% reduction in air pollution. Additionally, Metro ridership increases by 30% on event days, introducing more residents to the region's public transit system.

At CicLAvia, there is no starting point or finish line: participants can start and end anywhere they like. CicLAvia is open to all forms of human-powered, non-motorized transport. **Streets will be closed to motor vehicles from 9 a.m. to 4 p.m.**

Following *Meet the Hollywoods*, the busiest CicLAvia season yet will continue on October 6 with a special edition of the original and annual route in honor of UCLA's 100th anniversary, *Heart of LA Celebrating UCLA100*. CicLAvia will conclude the 2019 season with a first-time visit to several West San Fernando Valley communities with *The Valley* on December 8. So far, the 2019 season has featured three incredible events: *Culver City Meets Mar Vista + Palms*, *Wilmington Featuring LA2050*, and *Mid City Meets Pico Union*. For more information on CicLAvia and the rest of the season, visit www.ciclavia.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 Metro

The Los Angeles County Metropolitan Transportation Authority (Metro) is building the most ambitious transportation infrastructure program in the United States and is working to greatly improve mobility through its **Error! Hyperlink reference not valid.** Metro is the lead transportation planning and funding agency for L.A. County and carries about 1.2 million boardings daily on a fleet of 2,200 low-emission buses and six rail lines.

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