



FOR IMMEDIATE RELEASE

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***** MEDIA ADVISORY FOR AUGUST 18 AT 8:30 AM *****

CicLAvia to Kickoff New Route, *Meet the Hollywoods*, through the City of West Hollywood, Hollywood, and East Hollywood

Morning kickoff ceremony with local leaders and participants will celebrate the opening of streets for CicLAvia in the heart of the City of West Hollywood, Hollywood, East Hollywood, Thai Town, and Little Armenia

WEST HOLLYWOOD — CicLAvia will celebrate the kickoff of a new route, [CicLAvia—Meet the Hollywoods, presented by Metro](#). CicLAvia will hold a press conference and kickoff ceremony to mark the start of event festivities. **Members of the media are encouraged to attend.**

Following the kickoff event, participants will bike, skate, scoot, stroll, or simply enjoy the many [all-ages activities](#) along a 6.5-mile car-free route, which will connect the City of West Hollywood with the Los Angeles neighborhoods of Hollywood, East Hollywood, Little Armenia, and Thai Town for the first time.

Details for the morning kickoff event are as follows:

WHO:

Hon. **John D'Amico**, City of West Hollywood Mayor
Hon. **Lindsey Horvath**, City of West Hollywood Mayor Pro Tem
City of West Hollywood Councilmembers **John J. Duran**, **John Heilman**, and **Lauren Meister**
Hon. **Eric Garcetti**, Los Angeles Mayor
Hon. **Mitch O'Farrell**, Los Angeles City Councilmember
Hon. **Richard Bloom**, State Assemblymember
Hon. **Laura Friedman**, State Assemblymember
James de la Loza, Chief Planning Officer, Metro
Romel Pascual, Executive Director, CicLAvia
Patricia Pérez, California President, AARP

WHAT: CicLAvia celebrates the kickoff of **CicLAvia—*Meet the Hollywoods***

WHEN: Sunday, August 18, 2019

Kickoff Ceremony: 8:30 a.m.

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

WHERE: Corner of Santa Monica Blvd. and N. San Vicente Blvd.

(approximate address: 8800 Santa Monica Blvd., West Hollywood, CA 90069)

(Parking: Designated media parking will be available on the west side of N. San Vicente Blvd. adjacent to West Hollywood Park at 647 N. San Vicente Blvd.)

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

ON-SITE CONTACT: Shawn Dhanak, 310-363-0451

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 [Vision 2028 Plan](#). 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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