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**CICLAVIA WELCOMES ANGELENOS TO PLAY IN THE STREETS
AT LA'S BIGGEST BLOCK PARTY, FREE AND OPEN TO ALL**

Sunday, October 9, from 10 a.m. to 3 p.m.

Third CicLAvia expands with extended route and creative mini-grants

(Los Angeles, Cal., October 9, 2011) – Today [CicLAvia](#) transforms 10 miles of normally congested streets into a car-free, safe, family-friendly place for exploring Los Angeles from a new perspective and at a leisurely pace. CicLAvia is free and welcomes Angelenos of all ages, interests, and every kind of non-automotive transit imaginable – from sneakers to stilts and bikes to trikes. (Members of the city's vibrant canine community are also welcome, provided that they are accompanied by an adult and properly leashed.)

Based on its overwhelming past success, CicLAvia has expanded its route from East Hollywood to Boyle Heights to include a north-south extension, stretching south to the [African American Firefighter Museum](#) on Central Avenue and north to [El Pueblo de Los Angeles and Olvera Street](#), ending at Cesar Chavez Boulevard.

Today also marks the launch of CicLAvia Walks, a new initiative to provide participants with opportunities to slow down and discover the many architectural, cultural, and culinary gems along the route. Artist Sara Daleiden and community facilitator Ron Milam are leading an ongoing, open-to-all “wondering promenade” along historic Spring Street, and urban planner John Arroyo is offering the ultimate insider's view of Boyle Heights. (See CicLAvia Walks guide for details and times.)

To promote CicLAvia's festive atmosphere, CicLAvia awarded 13 mini-grants to artists, musicians, and community organizations to present a wide variety of interactive programming and performances throughout the route. Musical performances range from an experimental sound forest to the traditional rhythms of Puerto Rico, Indonesia, and Mexico. CicLAvia participants can also experience unexpected revelry, such as a Wonderland-like game of street chess using life-sized pieces and the carrot-juice-fueled fun at the Bunny Rest Stop, hosted by a costumed colony of furry pranksters.

(more)

There are six hubs along the CicLAvia route, each situated in the heart of a unique neighborhood: the Bicycle District in East Hollywood; MacArthur Park; the African American Firefighter Museum on Central Avenue; the South Lawn of City Hall; El Pueblo de Los Angeles at the city's historic center; and Hollenbeck Park in Boyle Heights. Each hub offers free water, portable and wheelchair-accessible restrooms, first-aid stations, neighborhood guides and information, culinary delights, and a wide range of festivities, both planned and spontaneous.

Support for CicLAvia

CicLAvia is made possible through the generosity of its supporting partners, including the City of Los Angeles, Metro, the Los Angeles County Bicycle Coalition, Cedars-Sinai, and Choose Health LA! (an initiative made possible by funding from the Department of Health and Human Services and the Los Angeles County Department of Public Health).

Generous support for CicLAvia is provided by the Annenberg Foundation/Metabolic Studio, the Goldhirsh Foundation, the Rosenthal Family Foundation, the David Bohnett Foundation, the Roth Family Foundation, the California Endowment, and Kaiser Permanente. Sponsors include Blue Shield of California, Herbalife, REI, New Belgium, and iZip Store. CicLAvia's media sponsors are GOOD and Power 106 FM.

About CicLAvia

CicLAvia is Los Angeles' adaptation of *ciclovía*, a phenomenon that began more than 30 years ago in Bogotá, Colombia, where it is now a weekly event with 80 miles of car-free streets. Los Angeles launched its first CicLAvia on October 10, 2010, and attracted an estimated 100,000 participants.

CicLAvia is a nonprofit organization, developed in conjunction with Mayor Antonio Villaraigosa, to promote public health, green transportation, open space, economic development, and community building. With the full support of the Los Angeles City Council, Police Department, Fire Department, Department of Transportation, the Department of Public Works, the Department of Water and Power, and the Department of Parks and Recreation, CicLAvia is an innovative model for creating new public spaces accessible to all.

CicLAvia is free of charge and open to all. No reservations are required. For more information, or to download maps and walking tours, please visit www.ciclavia.org. To keep up with the latest CicLAvia news, become a fan on [Facebook](#) or follow us on [Twitter](#).

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