



MEDIA UPDATE

FOR IMMEDIATE RELEASE

City of Los Angeles Unveils Future Look of Broadway

Los Angeles, CA – (February 4, 2008) – *AT&T Fiesta Broadway Presented By State Farm Insurance* has its eyes toward the future as an exciting new revitalization program called “Bringing Back Broadway” has been announced by the city through District 14 Councilman Jose Huizar’s office.

Huizar, with support from Mayor Antonio Villaraigosa and property owners on Broadway, have a vision for both restoring and remodeling the historic and famous avenue that runs down the center of downtown Los Angeles and remains the largest historic theater district west of the Mississippi.

Bringing Back Broadway is a public-private partnership

Initiative to revitalize the historic Broadway district between 3rd and 9th streets. The plan calls for a vibrant Broadway district that provides entertainment, eclectic cultural amenities and diverse retail options for Downtown residents and visitors to one of Los Angeles' most remarkable historic areas, while serving as a central focus for revived downtown streetcar transportation. That’s right – the trolley is coming back to town!



Right now, Broadway bustles with Latino shoppers and many others during the day, but very few of the theaters offer entertainment programming. The upper floors of Broadway's buildings are under-utilized, and the boulevard does not serve the needs of the downtown community, especially at night.

“We’re tremendously excited about all the possibilities being envisioned for the street we call ‘home’,” said Peter Bellas, Vice President of All Access Entertainment, the producers of the popular Latino street and music festival called Fiesta Broadway that annually kicks-off “Cinco de Mayo” week in Los Angeles. “As a link between the past and the future, the revitalized historic Broadway corridor will ensure that the vibrant, cultural character of Broadway remains, while helping Broadway provide something for everyone, day and night.”

When completed, the new beautiful Broadway will help connect new large-scale downtown development projects, such as L.A. Live and Grand Avenue, as well as galleries, restaurants, and cultural activities on Spring Street and throughout Downtown. Be sure to visit Bringingbackbroadway.com.

For more information on adding Latino events to your advertising plans contact Mitchell Liday at mitchell@allaccess.la or call him at 310-914-0015