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Fifth Annual Grand Avenue Festival Offers Free World-Class Entertainment And Celebrates Los Angeles' Downtown Art and Culture

Community Members Enjoy a Day of Complimentary Music, Dance, Theater and Art Along Grand Avenue

LOS ANGELES, September 29, 2008 – More than 25,000 Los Angeles residents and visitors were able to experience the city's booming arts scene yesterday along downtown's cultural corridor at the fifth annual Grand Avenue Festival. The festival, a collaboration among eleven of Los Angeles' most prestigious cultural organizations, is a one-day street festival that showcases an outstanding array of free arts and entertainment including music, dance, theater, art and downtown restaurants on Grand Avenue.

Participating culture organizations include: Museum of Contemporary Art (MOCA), Music Center of Los Angeles County, LA Opera, Los Angeles Philharmonic, The Colburn School, Center Theatre Group, Grand Performances, Downtown Center Business Improvement District, Los Angeles Public Library, REDCAT and Wells Fargo Museum.

"All of the participating organizations along Grand Avenue are excited to open their doors to the public one day a year and offer free, special programming and events," said Jeremy Strick, director of the Museum of Contemporary Art (MOCA) and Festival co-chair. "The organizations that make these art venues possible are vital to our city's cultural heritage, and it is important for Angelenos to experience the world-renowned music, dance, art and theater that is available in their own backyard."

The festival provided fun for the whole family with more than 40 programs and activities throughout the day that cater to both adults and children alike. Activities include free performances, specialty programs in legendary venues along Grand Avenue, tours and performances in the newly renovated Mark Taper Forum, street entertainment, wine tasting, art-making, children's workshops and scavenger hunts. Participating restaurants included: Kendall's Brassiere, Noe at the Omni, Pinot Grill, Spring Street Smoke House, California Pizza Kitchen, Pete's Café and Bar and Warung Café.

Program highlights included: LA Phil's Creative Chair for Jazz Christian McBride, Sonus Quartet, Double G and daKAH Hip Hop Orchestra reinterpreting Stravinsky's *The Rite of Spring* as well as dublab DJ's Into Infinity exhibit presented by the LA Phil at Walt Disney Concert Hall; Things That Go Boom and Theatre Scavenger Hunt presented by Center Theatre Group at the new Mark Taper Forum; Domingo-Thornton Young Artist Presentation presented by LA Opera; Drum Downtown and the "Biggest Dance Ever," featuring the Electric Slide, presented by Music Center Active Arts; jazz, guitar and dance performances and a percussion workshop presented by The Colburn School



at the Colburn Plaza Stage; CalArts Latin Jazz Ensemble presented by REDCAT; Martin Kippenberger: The Problem Perspective presented by Museum of Contemporary Art (MOCA); and museum guided tours presented by Wells Fargo Museum.

“With more than 25,000 attendees, the 2008 Grand Avenue Festival was the largest and most successful to-date,” said Stephen D. Rountree, president of the Music Center of Los Angeles County and Festival co-chair. “We are thankful for the generous support we received from the community, our sponsors, Mark Flaisher of Flaisher Entertainment, Hill & Knowlton, the county, and the Los Angeles Board of Supervisors and City of Los Angeles Councilmember’s who acted as our honorary committee. The festival would not have been possible without their contributions.”

About the Grand Avenue Festival

Launched in 2004, the Grand Avenue Festival grew out of the Creation Festival, a smaller event held the year before to celebrate the opening of Walt Disney Concert Hall. Over the years, the Grand Avenue Festival has more than doubled in size, adding new participants each year and drawing attendees from all over the city. More information, please call 213-972-7611 or visit www.grandavenuefestival.net.

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