



**MEDIA ALERT**  
**FOR IMMEDIATE RELEASE**

**Advisory - November 5, 2008**

**MAYOR ANTONIO R. VILLARAIGOSA  
AND  
DEPARTMENT OF CULTURAL AFFAIRS  
PRESENT  
THE BIG READ PROGRAM IN LOS ANGELES**

Los Angeles – Mayor Antonio R. Villaraigosa and the Department of Cultural Affairs (DCA) will kick off The Big Read Program in Los Angeles at a celebration with students on November 6, 2008 at Barnsdall Park at 11:00 a.m. DCA received a grant from the National Endowment for the Arts for The Big Read initiative to give the City’s residents the opportunity to come together to read, discuss, and celebrate one of 23 selections from American and world literature. Los Angeles will celebrate *The Maltese Falcon* by Dashiell Hammett and feature a series of activities throughout the City designed for all ages. During the month of November, high school students and teachers will join residents throughout the City to participate in reading groups, youth activities, tours, lectures, and film screenings designed to motivate all to read, learn, and communicate.

**WHAT: The Big Read Kick Off Celebration**

Mayor Antonio R. Villaraigosa will welcome over 300 students and teachers from participating schools who have been reading *The Maltese Falcon* and take them on a journey back to the 1930s.

- They'll view a classic car exhibition including a 1931 LAFD fire truck, a 1929 Model A Ford police car, and several other vehicles of the period.
- They'll experience jazz performances by Max Zooi's Student Quartet.
- They'll watch scenes from the play version of *The Maltese Falcon* presented by the Long Beach Shakespeare Company.
- They'll see a live falcon demonstration by the Los Angeles Zoo.

**WHEN: November 6, 11:00 a.m. to 1:00 p.m.**

**WHERE: Barnsdall Park**  
4800 Hollywood Boulevard, Los Angeles, CA 90027

**WHO:** Presentations by:  
**Antonio R. Villaraigosa, Mayor, City of Los Angeles**  
**Olga Garay, Executive Director, DCA**  
**Juliet Rivett, Dashiell Hammett's Granddaughter**

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For information about DCA's **The Big Read Program** in Los Angeles, please visit:  
<http://www.culturela.org/bigread/index.html>.