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

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**MAYOR VILLARAIGOSA, ARTS LEADERS  
LAUNCH FIRST ANNUAL 'LA ARTS MONTH'**

*Encouraging residents to explore the City's vast cultural offerings,  
LA Arts Month aims to open the door to the arts for all Angelenos and  
bolster a creative sector that supports 1 million jobs.*

LOS ANGELES – Mayor Antonio Villaraigosa today joined acclaimed art collector Cheech Marin, local artists, and arts leaders to launch LA Arts Month, a regional campaign during the month of January to encourage Angelenos and visitors to explore the City's vast and thriving cultural offerings.

"LA Arts Month encourages all Angelenos to step outside of their daily routines and explore the world-class arts and culture this City has to offer," Mayor Villaraigosa said. "Today we open the door to the arts, and ask every Angeleno to walk in and discover something new."

Starting the month of January, residents and visitors are encouraged to seek new cultural experiences: from visiting a local gallery or museum, to catching a show at a small theater, or getting a taste of a multi-cultural festival. Through community outreach and local promotional ticket giveaways, Angelenos are urged to enjoy the best art the world has to offer without leaving Los Angeles.

Led by the City's Department of Cultural Affairs and its Cultural Affairs Commission, LA Arts Month is a collaboration between artists, arts leaders, private partners, and local arts organizations. Organizers also include LA INC. The Los Angeles Convention and Visitors Bureau, the LA Art Show, LA Stage Alliance, Arts for LA, The J. Paul Getty Trust, LACMA, and media partners Angeleno magazine and Arts Ltd.

Throughout January, LA Arts Month sponsor Clear Channel will promote the month on its eight regional radio stations and give away 1,400 free tickets to a range of performances and museums. In addition to heavy promotion at all its ATMs and branches in Los Angeles, sponsor Wells Fargo will offer discounts to customers for museums and performances across greater Los Angeles. Sponsor Univision will also conduct ticket giveaways for viewers, in addition to devoting coverage and ad space to the campaign. (For a full list of partner organizations, see below.)



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Mayor Villaraigosa and Department of Cultural Affairs Executive Director Olga Garay launched LA Arts Month today at the Japanese American National Museum in downtown Los Angeles with art collector Cheech Marin; Charmaine Jefferson, Executive Director of the California African American Museum; and Jose Luis Valenzuela, Artistic Director of The New LATC.

"LA Arts Month is an extremely pro-active and affirmative effort that has come to life through the active participation of numerous public and private leaders that make up LA's world class cultural sector," Garay said. "We are so pleased to invite the public, both Angelenos and visitors from the U.S. and abroad, to sample some of the best arts and culture the world has to offer, all here in our own backyard."

Reminding Angelenos that creativity is a \$100 billion sector for the region, the Mayor said he hopes LA Arts Month will be a boon to the local economy at a time when performing arts groups across America have reported declining attendance rates.

"The creative industries drive Los Angeles' economy," Mayor Villaraigosa said. "During this economic downturn, LA Arts Month urges Angelenos to step outside their bounds and see this economy at work."

According to the latest report by Otis College of Arts & Design and the Los Angeles County Economic Development Corporation released in September, the creative economy in Los Angeles supports 1 million jobs regionally and generates nearly \$100 billion in receipts and \$3.8 billion in sales tax revenue.

### **LA Arts Month participating organizations:**

Aquarium of the Pacific  
Autry National Center of the American West  
Center Theatre Group  
Colony Theatre  
Craft and Folk Art Museum  
Dance at the Music Center  
East West Players  
Ford Theatres  
Fowler Museum at UCLA  
Geffen Playhouse  
GRAMMY Museum  
Hammer Museum  
International City Theatre  
Japanese American National Museum  
J. Paul Getty Museum – Getty Center  
J. Paul Getty Museum – Getty Villa



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LACMA  
LA Stage Alliance  
Los Angeles Chamber Orchestra  
Los Angeles Master Chorale  
Los Angeles Opera  
Los Angeles Philharmonic  
MOCA  
Museum of Latin American Art  
Museum of Tolerance  
Pasadena Playhouse  
Petersen Automotive Museum  
Ronald Reagan Presidential Library  
Santa Monica Museum of Art  
Skirball Cultural Center  
Sports Museum of Los Angeles

For more information about LA Arts Month, see [www.LAartsMonth.org](http://www.LAartsMonth.org).

**About DCA:**

The Department of Cultural Affairs (DCA) generates and supports high quality arts and cultural experiences for Los Angeles residents and visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public and community arts programming, arts education, and creating partnerships with artists and arts and cultural organizations in every community in the City of Los Angeles.

DCA grants \$3.4 million annually to over 300 artists and nonprofit arts organizations and awards the Artist-in-Residence (A.I.R.) and City of Los Angeles (C.O.L.A.) Individual Artist Fellowships. The Department provides arts and cultural programming in its numerous Neighborhood Arts and Cultural Centers, theaters, and historic sites, and manages several arts and education programs for young people. It directs public art projects and manages the City's Arts Development Fee and Percent for Arts Programs, and the Art Collection and Murals Programs. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the [culturela.org](http://culturela.org) website.

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