



MEDIA ALERT
FOR IMMEDIATE RELEASE

March 8, 2011

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**THE WALT DISNEY COMPANY,
THE OFFICE OF MAYOR ANTONIO R. VILLARAIGOSA,
THE LOS ANGELES CITY COUNCIL,
AND
THE DEPARTMENT OF CULTURAL AFFAIRS
PRESENT
THE AMERICAN INDIAN HERITAGE MONTH
MUSIC LA STUDENT CULMINATING CONCERT
AT THE MADRID THEATRE ON MARCH 16, 2011**

Student Performance to Culminate 8 to 10 Weeks of Musical Exploration in Honor of the 2010/11 City of Los Angeles American Indian Heritage Month Celebration.

Enjoy a culminating student performance featuring Native American music and dance traditions by the talented children and teen apprentices of the City of Los Angeles Department of Cultural Affairs (DCA) Music LA Program, on Wednesday, March 16, with a family reception from 6:00 p.m. to 7:00 p.m. followed by a student concert from 7:00 p.m. to 8:30 p.m. at DCA's Madrid Theatre, located at 21622 Sherman Way in Canoga Park, CA, 91303. Free parking is available on site. Admission is FREE.

This performance, featuring beginning and intermediate students, is the culmination of two, 8 to 10 week performance-based workshops held from November through February at the Rudy Ortega Senior Park and the United American Indian Involvement center in honor of American Indian Heritage Month. Elementary, middle, and high school students participated in the Music LA Program to celebrate, preserve, and promote various native music traditions, from native California tribal singing to Northern style pow-wow drumming and singing. The Music LA Program is managed by the City of Los Angeles Department of Cultural Affairs and is presented by The Walt Disney Company, the 2010/11 Music LA Program Heritage Month Sessions Title Sponsor, the Office of Mayor Antonio R. Villaraigosa, and The Nielsen Company.

Four organizations collaborated this year to provide music education services for the 2010/11 Music LA American Indian Heritage Month Sessions: Pukúu, Cultural Community Services/Fernandeño Tataviam Band of Mission Indians worked with the California Simunu Drummers and Singers for the third consecutive year, while the United American Indian Involvement joined efforts with the Southern California Indian Center for the fourth consecutive year. At this special joint presentation, participating students will perform songs and dances using gourds and clapper sticks that display native Californian Tataviam and Chumash tribal traditions, as well as Northern pow-wow styles including bird songs, jingle dress dancing, a round dance collaboration, and a special presentation using hand drums made by the students themselves.



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DCA's Music LA Program is a music education program created to provide quality instruction and professional music education programming for young people throughout the City of Los Angeles, with a focus in communities where few or no music education programs exist. The Music LA Heritage Month Sessions provide annual programming in conjunction with the City of Los Angeles Heritage Month Celebrations: Latino (September/October), American Indian (November/February), African American (January/February), and Asian and Pacific Islander American (May/June). Courses offered during the Music LA Heritage Month celebrations introduce ethnomusicological principles and provide music training for young people, with the cost of tuition fully subsidized through the generosity of Music LA's Title Sponsor, The Walt Disney Company.

About DCA

The **Department of Cultural Affairs (DCA)** generates and supports high-quality arts and cultural experiences for Los Angeles' 4 million residents and 25 million annual visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public art, community arts programming, arts education, and partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$36.7 million in fiscal year 2009/10. It consisted of: \$9.6 million in Transient Occupancy Tax funds; \$12.2 million in funds from the Public Works Improvements Arts Program; \$8.6 million from the Private Arts Development Fee Program; \$4.9 million in City related and indirect cost allocations; and \$1.4 million in private and public funds raised during the year. DCA grants approximately \$3 million annually to over 280 artists and nonprofit arts organizations through its long-established Grants Administration Division. DCA provides arts and cultural programming in its numerous neighborhood arts and cultural centers, theaters, and historic sites, and manages several arts and education programs.

The Department also administers the City's Private Arts Development Fee and Public Works Improvements Arts Programs, a portfolio of approximately \$20.8 million in fiscal year 2009/10. In addition, DCA raises outside public and private funds, over \$14 million since fiscal year 2007/08, used to re-grant to LA-based arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. 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 website visited by over 2.7 million people annually.

For more information on DCA and the Music LA Program, please visit culturela.org/musicla.

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