



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

**Media Release**

September 16, 2019

Contact: **Rhonda Mitchell**  
City of Los Angeles Department of Cultural Affairs  
**rhonda.mitchell@lacity.org**  
**213.202.5556**

**City of Los Angeles Department of Cultural Affairs  
and  
Promise Zone Arts  
Celebrate LA’s Cultural Treasures**

Los Angeles, CA –event

The vibrant textures of the city come alive with music, drum circles, and dance at the Promise Zone Live! Bring family and friends to enjoy festival headliner, **Very Be Careful**, a world-class LA-based band whose Colombian vallenato music rocks a traditional cumbia sound. Joining them will be cultural treasures that make up an all-star lineup that include local bands, traditional folk dance, drummers, and DJ’s that are sure to make the afternoon soar.

Saturday, September 21, 12:00 to 4:00 p.m.

at from

The heart will beat with the sounds of the drum from Gino Gamboa’s Drum Circle. In between sets check out the fruit carving workshops or a Mesoamerican Ballgame. Free and open to the public, this project is supported in part by an award from the National Endowment for the Arts. DCA’s partners in the project are LA Commons and the Alliance for California Traditional Art.

**Performances**

- Very Be Careful
- DJ: Chulita Vinyl Club
- MC: Betto Arcos, KPFK’s Global Village
- Maqueos Music Academy
- Imperial Court of LA and Hollywood
- Chervona Kalyna Dance Group
- El Cortez
- Lan Nartthasin Thai Dance Group



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

### **Cultural Interactive Workshops**

Afro-Peruvian Drum Circle with Gino Gamboa  
Fruit Carving with Thai Health and Information Services, Inc.  
Filipino Dance with Bibak  
Street Art with Artoon  
Mesoamerican Ballgame with Raul Herrera

### **About DCA**

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles's vibrant communities by supporting and providing access to quality visual, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

Formed in 1925, DCA promotes arts and culture as a way to ignite a powerful dialogue, engage LA's residents and visitors, and ensure LA's varied cultures are recognized, acknowledged, and experienced. DCA's mission is to strengthen the quality of life in Los Angeles by stimulating and supporting arts and cultural activities, ensuring public access to the arts for residents and visitors alike.

DCA advances the social and economic impact of arts and culture through grantmaking, public art, community arts, performing arts, and strategic marketing, development, design, and digital research. DCA creates and supports arts programming, maximizing relationships with other city agencies, artists, and arts and cultural nonprofit organizations to provide excellent service in neighborhoods throughout Los Angeles.

For more information, please visit [culturela.org](http://culturela.org) or follow us on Facebook at [facebook.com/culturela](https://www.facebook.com/culturela), Instagram [@culture\\_la](https://www.instagram.com/culture_la), and Twitter [@culture\\_la](https://twitter.com/culture_la).

### **About LA Commons**

LA Commons, a project of Community Partners, works in neighborhoods throughout Los Angeles since 2003, facilitating artistic processes, open to all, that result in highly visible public art projects that tell dynamic neighborhood stories. L.A. Commons builds community, enhances the sense of belonging and encouraging stronger ties between the people and places of Los Angeles. Their mission is to engage communities in artistic and cultural expressions that tell their unique stories and serves as a basis for dialogue, interaction and a better understanding of Los Angeles. For more information, please visit <https://communitypartners.org/project/la-commons>

### **About Alliance for California Traditional Art**

ACTA connects artists, communities, and funders to information, to resources, and to each other through grants and contracts, convenings, research, and



DEPARTMENT OF CULTURAL AFFAIRS  
City of Los Angeles

201 North Figueroa Street  
Suite 1400  
Los Angeles, CA 90012  
TEL 213.202.5500  
FAX 213.202.5511  
WEB culturela.org

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

technical assistance. ACTA also provides advocacy through local and national field-building. Recognized for its culturally competent leadership, intellectual capital, and excellence in program administration, ACTA is the California Arts Council's official partner in serving the state's folk and traditional arts field. For more information, please visit <https://www.actaonline.org/>.



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

### About the National Endowment for the Arts

Established by Congress in 1965, the National Endowment for the Arts is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities. Through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector, the Arts Endowment supports arts learning, affirms and celebrates America's rich and diverse cultural heritage, and extends its work to promote equal access to the arts in every community across America. For more information, please visit [www.arts.gov](http://www.arts.gov)

###