



7.5 Mile Stretch of City Streets to Become Temporary Public Park Open to Pedestrians and Cyclists on 10/10/10

(Los Angeles, CA) On 10/10/10 (Sunday, October 10th, 2010, 10AM—3PM); CicLAVia will create 7.5 miles of car-free city streets for Angelenos. Promoting public health, alternative transportation, open space, economic development and community building through connected neighborhood, CicLAVia encourages participants to make the city “their own”. Bike, jog, take Fido for a walk, stroller small children or skate...it's up to you!

Participation in CicLAVia is free and open to all; so enjoy this rare chance in discovering and rediscovering Los Angeles. The route extends from Boyle Heights, through Downtown and MacArthur Park, to Koreatown and East Hollywood. Businesses along the corridor will open their doors early so participants can make a full day of it. The program provides a platform for participants to create their own vision for LA; a way to discover and re-discover parts of the city; and not worry about traffic.

Modeled after the decades old “ciclovía” in Bogotá, Colombia, and other similar car-free events like New York’s *Summer Streets* to San Francisco’s *Sunday Streets*, the 10/10/10 program has the full support of Mayor Antonio Villaraigosa, Councilmembers, business owners, LAPD, Department of Transportation, Department of Parks and Recreation, Metro, as well as the Fire Department and Department of Public Works.

Participation requires no RSVP; simply show up and enjoy with friends and family and see what Los Angeles can become with innovative thinking!

Follow events leading up to 10/10/10 on Twitter (#CicLAVia), Facebook and at <http://ciclavia.org>.

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