



NEWS

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FOR IMMEDIATE RELEASE

SANTA ARRIVAL IN HOLLYWOOD TO KICK OFF SPECIAL MTA PROGRAM TO ASSIST AREA MERCHANTS, RESIDENTS DURING RED LINE CONSTRUCTION

Santa Claus will arrive in Hollywood via motorized antique trolley Saturday, Dec. 10, to launch a series of MTA-sponsored holiday activities in the Hollywood area designed to boost tourism and attract business for area merchants during the final few months of Red Line subway tunnel construction.

At noon, Santa will board the trolley at the L. Ron Hubbard Winter Wonderland at Highland Avenue and Hollywood Boulevard and travel to the MTA Holiday Village located near Hollywood Boulevard and Western Avenue, where area children may visit Santa and also enjoy a program of holiday entertainment.

"We know Hollywood's business community depends not only on the thousands of tourists it hosts each day, but on its own residents' desire for a pleasant atmosphere during the coming holidays and beyond," said Franklin White, MTA's chief executive officer. "That is why our special mitigation program is in place.

"We've worked closely with Councilwoman Jackie Goldberg to provide the Hollywood area a variety of fun things to do that are designed for family participation," White added. "These activities also are meant to invite tourists and residents alike to sample the rich variety of shopping opportunities that are still available during construction of the subway system."

MTA has scheduled a full slate of holiday activities through Christmas Eve in the Hollywood area:

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Saturday, Dec. 10 -- Appr. 12:30 p.m.: Santa arrives at MTA Holiday Village near Hollywood and Western. **1 p.m.:** Flamenco dancers, mariachi band perform; seven-foot tall Christmas tree shaped piñata to be opened by children. Free amusement rides, petting zoo. Events end at 4:30 p.m.

Sunday, Dec. 11 -- Appr. 12:30 p.m.: Santa Claus arrives via trolley at MTA Holiday Village. Free amusement rides, noon to 4:30 p.m.

Monday through Friday, Dec. 12-16, noon to 4:30 p.m.: Santa Claus, free entertainment, amusement rides at nominal fee.

Saturday, Dec. 17, noon to 4:30 p.m. -- In addition to holiday entertainment and amusement rides for a nominal fee, free photos of children with Santa Claus are available. Minimum \$5 purchase from Hollywood area merchant between Dec. 10-17 is required, along with receipt as proof of purchase.

Sunday, Dec. 18, noon to 4:30 p.m. -- Christmas tree giveaway. There will be 500 four- to six-foot Douglas fir trees evenly divided between the L. Ron Hubbard Winter Wonderland and MTA's Holiday Village to be given away to shoppers who present receipts showing a minimum \$10 purchase from a Hollywood merchant. Santa Claus, free entertainment, petting zoo; amusement rides available at nominal fee.

Monday through Friday, Dec. 19-23, noon to 4:30 p.m. -- Santa Claus, free entertainment, amusement rides at nominal fee.

Saturday, Dec. 24, noon to 4:30 p.m. -- Real snow to be delivered to MTA Holiday Village location to create Christmas atmosphere on last day of holiday activities. Santa Claus, free entertainment; amusement rides at nominal fee.

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