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FOR IMMEDIATE RELEASE

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CICLAVIA PRESENTED BY METRO MAKES ITS DEBUT IN EASTERN LOS ANGELES COUNTY

The six-mile route will travel between San Dimas, La Verne, Pomona and Claremont for the first time.

SAN DIMAS - The first CicLAVIA of the 2018 season kicks off in a new route that takes the popular open streets event to eastern Los Angeles County for the first time.

The route, called Heart of the Foothills, is CicLAVIA's 25th event since its launch in 2010. Metro is offering free transit rides in celebration of Earth Day today and participants can use the system's buses and trains to make connections that take them to CicLAVIA.

At CicLAVIA, there is no starting or ending point. Participants can start and end anywhere they like. Participants are welcome to use any form of non-motorized transportation and all ages are encouraged to attend. The event hours are from 9 a.m. to 4 p.m.

CicLAVIA – Heart of the Foothills will feature the following activities:

- Four hub locations where people can enjoy art, music, games and giveaways in San Dimas, La Verne, Pomona and Claremont.
- Two farmers markets and Earth Day celebrations.
- A kick-off opening ceremony that celebrates CicLAVIA and Metro's ongoing commitment to make open street events more accessible throughout the region.

QUOTE FROM METRO

CicLAVIA has traveled to various corners of the region, covering 149 miles where 1.3 million people have enjoyed car-free streets on foot, bike, wheelchair, skateboards and strollers.

Metro, CicLAVIA's sponsor, supports numerous active transportation programs that create better conditions for walking and bicycling, particularly to connect with Metro's growing public transit system. The agency's Open Streets Program, the largest of its kind in the United States, invests approximately \$2 million each year for car-free events, many in new communities. In total, 17 Open Streets events are now planned through the end of 2018.

“CicLAvia continues to take people to new corners of the region, often for the first time,” said Executive Director Romel Pascual. “Car-free streets are the best way to discover new neighborhoods and make new friends.”

For more information about the 2018 season, visit the event website: <http://www.ciclavia.org/>.

About CicLAvia

CicLAvia is a 501 (c) 3 nonprofit organization. CicLAvia catalyzes vibrant public spaces, active transportation and good health through car-free streets. CicLAvia engages with people to transform our relationship with our communities and with each other. CicLAvia is an innovative model for creating new public space and enriching civic life.

Partners for CicLAvia Heart of LA: The Los Angeles County Metropolitan Transportation Authority (Metro), City of Los Angeles, the Wasserman Foundation and an Anonymous benefactor. Supporters include the Annenberg Foundation, Ralph M. Parsons Foundation and David Bohnett Foundation. Sponsors include AARP-Los Angeles; LA Department of Water and Power, the Metropolitan Water District, SoCalGas, The Laemmle Charitable Foundation, Capital One, Tern Bicycles, First5LA, Indie Printing, Pure Cycles, DrinkUp, REI, Los Angeles County Bicycle Coalition, Pure Cycles, LA Clean Tech Incubator, Repurpose Compostables. Media sponsors include LA Times, Laemmle Theatres and Time Out Los Angeles.

About Metro

The Los Angeles County Metropolitan Transportation Authority (Metro) is unique among the nation’s transportation agencies. Created in 1993, Metro is a multimodal transportation agency that transports about 1.3 million passengers daily on a fleet of 2,200 clean air buses and six rail lines. The agency also oversees bus, rail, highway and other mobility-related building projects and leads transportation planning and programming for Los Angeles County.

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