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**FOR IMMEDIATE RELEASE**

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**CICLAVIA – HEART OF LOS ANGELES PRESENTED BY METRO RETURNS TO DOWNTOWN LOS ANGELES ON OCT. 8**

*The 6-mile route travels between Boyle Heights, Arts District, Little Tokyo, Chinatown, downtown Los Angeles and Echo Park*

**LOS ANGELES** – CicLAvia returns to downtown Los Angeles on Oct. 8, adding a stop in Echo Park to its original route.

The route, known as the Heart of Los Angeles, is CicLAvia's 23rd event since its launch in 2010 and the fourth event of its 2017 season.

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. 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. There are a host of Metro Rail options for accessing the event route, including the Metro Red/Purple Line, Metro Blue/Expo Lines and Metro Gold Line.

CicLAvia – Heart of Los Angeles will feature the following activities:

- Four hub locations where people can enjoy art, music, games and giveaways in Boyle Heights, *Arts District*, *Little Tokyo*, Chinatown, downtown Los Angeles and Echo Park.
- Events celebrating Los Angeles' successful bid for the 2028 Olympic and Paralympic games.
- An urban camping program for local children as part of a partnership between outdoor retailer REI and CicLAvia.
- Pedi-cabs and play zones featuring vintage board games as part of a partnership with AARP-LA and CicLAvia.
- A press conference kick-off celebrating the City of Los Angeles' and Metro's ongoing commitment to make open street events more accessible throughout the region.
- Activities commemorating the annual return to the original route that kicked off the open-streets event seven years ago.

The Oct. 8 route is a celebration of the heart of Los Angeles and demonstrates CicLAvia's and Metro's commitment to bring visitors to new parts of the region to explore and enjoy car-free streets within Los Angeles County.

“CicLAvia transforms our bustling streets into great public spaces that everyone can enjoy,” said Los Angeles Mayor Eric Garcetti, Chair of the Metro Board. “I am glad it is returning to Downtown L.A. — where people of all ages can spend the day rediscovering a historic neighborhood, enjoying healthy recreation, and making new friends.”

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.

“Funding Open Streets events like CicLAvia are part of Metro’s ongoing efforts to support active transportation options like bicycling throughout Los Angeles County,” said Metro CEO Phillip A. Washington. “Working with organizations like CicLAvia helps us realize our mission of introducing more people to the benefits of bicycling and transit to see L.A.’s wealth of local destinations.”

CicLAvia is expanding this season by adding a fifth event in 2017. The next event is scheduled in December along Wilshire Boulevard. For more information about the 2017 season, including details for Oct. 8, check for updates on 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, LA2028, SCAG-Go Human Campaign, 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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