

Have they got a deal for you

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Sure, you could sit around and mope all weekend, fretting about the [53-hour closure of the 405 Freeway](#).

Or you could come out of [Carmageddon II](#) with a free bagel, a discounted letterman jacket and some newfound pole dancing skills.

Already feeling separation anxiety from your car? A complimentary 15-minute chair massage from [Physical Therapy Solutions](#) could help you cope. Fear of driving in a post-Carmageddon world? Hypnosis might work, and the price of the first session is 50% off at [Scripting Your LifePlay](#).

As Los Angeles prepares to confront a second Carmageddon weekend on Sept. 29-30, the discounts, freebies and special offers are flying. Many neighborhood businesses are hoping for a boost from local customers sticking close to home for the weekend, as well as from those ditching their cars in favor of public transportation to get to attractions and services throughout the region.

Metro, which along with Caltrans is responsible for the massive [405 improvements project](#) that includes Carmageddon II, has been working feverishly to turn the lemon of a lengthy freeway closure into some sweet, bargain-hunting lemonade.

An unprecedented expansion of the agency's 10-year-old [Destination Discounts](#) program has brought hundreds of businesses into a special Carmageddon-themed initiative, complete with [interactive map](#).

"To just say to people 'eat/shop/play locally' is not enough. It needed to have legs, it needed to have incentives attached to make it real, to make it viable," said Fran Curbello, the Metro communications manager heading up the initiative. "We gave our business community a chance to be part of the solution."

While some of the deals require presentation of a Metro TAP card, other businesses are extending their discounts and freebies to all comers this weekend—no questions asked.

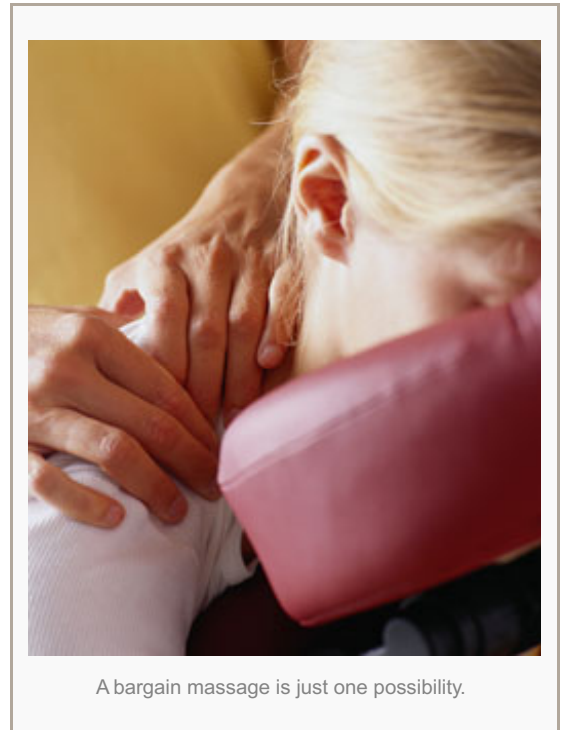
At [Select Beer Store](#) in Redondo Beach, for instance, customers can just say “Carmageddon” to claim a free bag of chips as they order a brew (while supplies last!)

Although Metro’s primary objective is to get people riding public transit, it also has an interest in helping folks find diversions close to home this weekend. Curbello suspects that most merchants won’t particularly care whether their customers arrive by bus, bike or (gasp) automobile, as long they’re staying in the neighborhood—and away from the 405 construction zone.

“It’s good business,” she said.

The participants range from mom-and-pop eateries to big hotels and major museums. The [Los Angeles County Museum of Art](#) , for example, is offering ½ price admission to everyone who comes “via an alternate mode of transportation.” At another point on the artistic spectrum, [Madame Tussauds Hollywood](#) is having some fun with numbers and offering a 40.5% discount (get it?) on adult and children’s tickets. (Enter promo code 4050 if ordering online.)

Even for armchair bargain-hunters, Metro’s [interactive Eat/Shop/Play map](#) is worth a few clicks, just to marvel at the idiosyncratic glories of Los Angeles itself as it goes on sale for the weekend.



There are traveling notaries ([J Lawson Mobile Notary](#) of North Hollywood) and educators who make house calls ([Tutor Doctor](#) of Van Nuys.) There are horses to ride at the [Sunset Ranch](#) near the Hollywood sign and [Segways for hire](#) in the South Bay. [Xtreme Martial Arts](#) is offering discounts in North Hollywood and [Rise-The Studio](#) in Santa Monica is pushing 25% off all its “meditative and playful pole dancing classes” on Sept. 29 and 30.

Then there’s the food. Lots of it.

Most of the participating restaurants are offering discounts, but many are throwing in freebies.

“I’m ready to give away some hot links, that’s what I’m gonna do,” said Kevin Huling, owner of [Les Sisters Southern Kitchen](#) in Chatsworth, who’s hoping the new Orange Line extension will help bring customers his way. “I am hoping more people come down here. It’s a bit of a walk, but we’re walking distance from the Chatsworth Station.”

The moveable feast also includes free *naan* bread at [Saffron](#) in the Baldwin Hills Crenshaw Plaza, an on-the-house bagel for transit riders at the [Onegeneration booth at the Encino Farmers Market](#), and a free side dish or beverage at [Mel’s Fish Shack](#) on West Jefferson, near the Expo Line’s Farmdale Station.

Those seeking a more lasting souvenir of Carmageddon II might consider making an automotive style statement with tire rims from [EZ Rims 4 Rent](#) on Crenshaw Boulevard. For this weekend, they’re offering \$50 off purchase and rent-to-own transactions.

“Hopefully it does pretty well,” manager Fidel Ozuna said. “We are anticipating a pretty decent weekend.”



Have you seen The Rock yet? LACMA's half price this weekend if you get there via alternate transportation.

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