



**Office of the Mayor
City of Los Angeles**

ANTONIO R. VILLARAIGOSA

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**MAYOR VILLARAIGOSA, ARTS LEADERS
LAUNCH FIRST ANNUAL 'LA ARTS MONTH'**

*Encouraging residents to explore the City's vast cultural offerings,
LA Arts Month aims to open the door to the arts for all Angelenos and
bolster a creative sector that supports 1 million jobs.*

LOS ANGELES – Mayor Antonio Villaraigosa today joined acclaimed art collector Cheech Marin, local artists and arts leaders to launch LA Arts Month, a regional campaign during the month of January to encourage Angelenos and visitors to explore the City's vast and thriving cultural offerings.

“LA Arts Month encourages all Angelenos to step outside of their daily routines and explore the world-class arts and culture this City has to offer,” Mayor Villaraigosa said. “Today we open the door to the arts, and ask every Angeleno to discover something new.”

Starting the month of January, residents and visitors are encouraged to seek new cultural experiences: from visiting a local gallery or museum, to catching a show at a small theater, or getting a taste of a multi-cultural festival. Through community outreach and local promotional ticket giveaways, Angelenos are urged to enjoy the best art the world has to offer without leaving Los Angeles.

Led by the City's Department of Cultural Affairs and its Cultural Affairs Commission, LA Arts Month is a collaboration between artists, arts leaders, private partners, and local arts organizations. Organizers also include LA INC. The Los Angeles Convention and Visitors Bureau, the LA Art Show, LA Stage Alliance, Arts for LA, The J. Paul Getty Trust, LACMA, and media partners Angeleno magazine and Arts Ltd.

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Throughout January, LA Arts Month sponsor Clear Channel will promote the month on its eight regional radio stations and give away 1,400 free tickets to a range of performances and museums. In addition to heavy promotion at all its ATMs and branches in Los Angeles, sponsor Wells Fargo will offer discounts to customers for museums and performances across greater Los Angeles. Sponsor Univision will also conduct ticket giveaways for viewers, in addition to devoting coverage and ad space to the campaign. (For a full list of partner organizations, see below.)

Mayor Villaraigosa and Department of Cultural Affairs Executive Director Olga Garay launched LA Arts Month today at the Japanese American National Museum in downtown Los Angeles with art collector Cheech Marin; Charmaine Jefferson, Executive Director of the California African American Museum; and Jose Luis Valenzuela, Artistic Director of The New L.A.T.C.

“LA Arts Month is an extremely pro-active and affirmative effort that has come to life through the active participation of numerous public and private leaders that make up LA’s world class cultural sector,” Garay said. “We are so pleased to invite the public, both Angelenos and visitors from the U.S. and abroad, to sample some of the best arts and culture the world has to offer, all here in our own backyard.”

Reminding Angelenos that creativity is a \$100 billion sector for the region, the Mayor said he hopes LA Arts Month will be a boon to the local economy at a time when performing arts groups across America have reported declining attendance rates.

“The creative industries drive Los Angeles’ economy,” Mayor Villaraigosa said. “During this economic downturn, LA Arts Month urges Angelenos to step outside their bounds and see this economy at work.”

According to the latest report by Otis College of Arts & Design and the Los Angeles County Economic Development Corporation released in September, the creative economy in Los Angeles supports 1 million jobs regionally and generates nearly \$100 billion in receipts and \$3.8 billion in sales tax revenue.

LA Arts Month participating organizations:

Aquarium of the Pacific
Autry National Center of the American West
California Science Center
Center Theatre Group
Colony Theatre
Craft and Folk Art Museum
Dance at the Music Center
East West Players
Films On Art
Ford Theatres
Fowler Museum at UCLA
Geffen Playhouse
J. Paul Getty Museum – Getty Center
J. Paul Getty Museum – Getty Villa
GRAMMY Museum
Hammer Museum
Huntington Library, Art Collections and Botanical Gardens
International City Theatre
Japanese American National Museum
LA Art Show
LACMA
LA Stage Alliance
Los Angeles Chamber Orchestra
Los Angeles Master Chorale
Los Angeles Opera
Los Angeles Philharmonic
Los Angeles Print Fair
Museum of Contemporary Art, Los Angeles
Museum of Latin American Art
Museum of Tolerance
Pasadena Museum of California Art
Pasadena Playhouse
Petersen Automotive Museum
Ronald Reagan Presidential Library
Santa Monica Museum of Art
Skirball Cultural Center
Sports Museum of Los Angeles
Supersonic

For more information about LA Arts Month, see www.LAartsMonth.org.

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