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FOR IMMEDIATE RELEASE

MEDIA ADVISORY

MAYOR VILLARAIGOSA HOSTS TREE PLANTING AND DAY OF SERVICE IN WILMINGTON

Hundreds of volunteers to pitch in for a greener Harbor area

LOS ANGELES—Mayor Antonio R. Villaraigosa and Councilmember Janice Hahn, 15th District, will welcome hundreds of volunteers to a day of tree planting, cleanup and community service in Wilmington. They will also recognize community members that initiated the activity in the Harbor area—a city district with one of the lowest tree canopy covers in Los Angeles.

The Wilmington event will feature a cleanup and beautification of the Wilmington Park and Ride lot and planting of 100 trees along the Pacific Coast Highway. There will also be a tree adoption and planting workshop at the Park and Ride for all property owners and businesses in the city.

The event will begin with a program at 9:15 a.m. at the Wilmington Park and Ride lot, 1402 Figueroa Street. The greening activity will transpire after the program through 1:00 p.m. along a two-mile stretch of Pacific Coast Highway from Figueroa Street through Eubank Avenue.

Arrival time for the media is 9:00. See parking information on the attached site map.

WHO

Mayor Antonio R. Villaraigosa
Councilmember Janice Hahn, 15th District
Cynthia Ruiz, president, Board of Public Works

WHAT

A neighborhood tree planting along the Pacific Coast Highway between Figueroa Street and Eubank Avenue, and cleanup at the Wilmington Park and Ride lot. Approximately 500 volunteers will participate.

One hundred trees will be planted during this activity, as provided by Million Trees LA. The trees will be cared for by local businesses who committed to watering the plants or donating funds to Million Trees LA for tree maintenance.

Approximately 1,000 more additional trees will be planted by the Port of Los Angeles and the Community Redevelopment Agency (CRA/LA) in the Harbor area over the next six months.

(More)

WHEN

Saturday, April 28, 2008

9:00 a.m.	Media arrival
9:15 a.m.	Program begins
9:30 a.m.	Mayor's stage remarks
9:35 a.m.	Councilmember Hahn's remarks
9:40 a.m.	Remarks by community members
9:45 a.m.	Presentation of certificates of recognition
9:50 a.m.	Volunteers will receive instructions about cleanup. Media interviews with dignitaries, community members.
Noon	Tree adoption and workshops for private property planting
1:00 p.m.	Event ends

WHERE

Wilmington Park and Ride – 1402 Figueroa Street at the corner of Pacific Coast Highway.
From the 110 Freeway, exit on Pacific Coast Highway. The Park and Ride lot is just east of the freeway, on the northeast corner of the intersection.

PARKING

Marked media vehicles and media representatives with credentials may park at the designated parking area in the Park and Ride lot. Media must enter from Figueroa Street. See attached site map.

AVAILABLE INTERVIEWEES

Mayor Antonio R. Villaraigosa
Councilmember Janice Hahn, 15th District
Cynthia Ruiz, president, Board of Public Works
Jessica Sandoval, 16-year-old Wilmington resident
Mary Gant, Wilmington Beautification Project/Park and Ride cleanup coordinator
Chad Mayer and Brian Doleshell, ShareFest executive directors
Lisa Sarno, Million Tree LA program director
Ricardo Hong, Harbor area representative, Office of Mayor Antonio R. Villaraigosa
Luis Carranza, owner of local business Pyramid Nutrition
Jose Garcia, manager of Pizza Hut on PCH

MEDIA NEEDS

Program will be held on a two-foot high riser. Media will be at ground level.
Area for media with cameras will be designated.
Length of throw: approximately 15 feet
Audio feed available. No power onsite.

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**Wilmington Cleanup
Park and Ride Site Map
April 29, 2008**

