



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

ANTONIO R. VILLARAIGOSA

**FOR IMMEDIATE RELEASE
December 17, 2007**

**Contact: Darryl Ryan
(213) 978-0741**

**MAYOR VILLARAIGOSA DEPLOYS THE
HOLIDAY SHOPPING TRAFFIC RELIEF BRIGADE**

*70 traffic control officers deployed to help ease traffic congestion
at and around 43 of LA's busiest malls and shopping centers*

HOLLYWOOD – As part of the effort to improve traffic flow, alleviate gridlock and enhance safety during the holiday season, Mayor Villaraigosa today announced the deployment of the Holiday Shopping Traffic Relief Brigade, a special 70-member team of traffic control officers tasked with relieving and controlling traffic congestion at and around the City's busiest intersections, malls and shopping centers.

Joined by City Council members Eric Garcetti and Wendy Greuel, and Brigadier General and Chief Traffic Control Officer Jimmy Price, Mayor Villaraigosa made the announcement of his special holiday shopping traffic relief initiative at the corner of Hollywood and Highland, home to one of LA's most popular shopping centers and busiest intersections.

"Today, we're going to give last-minute shoppers an early holiday gift as we deploy our Holiday Traffic Relief Brigade around LA's busiest malls and shopping centers," Mayor Villaraigosa said. "The Traffic Relief Brigade will make everyone's holiday shopping experience a little faster, safer and less frustrating as we rush from place to place buying those last-minute gifts."

With the mission of providing safety for holiday shoppers, pedestrians and travelers during the holiday season, the 70-member Holiday Shopping Traffic Relief Brigade will monitor and control traffic at and around 43 locations throughout the City.

- MORE -

The Holiday Shopping Traffic Relief Brigade will be deployed from December 17th through December 24th from 10am to 7pm.

Members of the brigade will be stationed in five areas across Los Angeles, including Downtown, Hollywood, the San Fernando Valley, South LA and West LA.

The following provides a list of all affected intersections:

AREA	INTERSECTION	AREA	INTERSECTION
Downtown	7TH - LOS ANGELES	Downtown	6TH - BROADWAY
Downtown	6TH - LOS ANGELES	Downtown	5TH - FIGUEROA
Downtown	5TH - LOS ANGELES	Downtown	5TH - GRAND
Downtown	4TH - LOS ANGELES	Downtown	5TH - OLIVE
Downtown	WINSTON - LOS ANGELES	Downtown	5TH - BROADWAY
Downtown	5TH - WALL	Downtown	1ST - HILL
Downtown	1ST - ALAMEDA	Downtown	1ST - LOS ANGELES
Downtown	TEMPLE - HOPE	Downtown	TEMPLE - N. BROADWAY
Downtown	11TH - LOS ANGELES	Hollywood	3RD - FAIRFAX
Downtown	OLYMPIC - LOS ANGELES	Hollywood	GROVE - BEVERLY
Downtown	PICO - LOS ANGELES	Hollywood	GROVE - BEVERLY
Downtown	16TH - SAN PEDRO	Hollywood	HOLLYWOOD - HIGHLAND
Downtown	WILSHIRE - FIGUEROA	Hollywood	HOLLYWOOD - ORANGE
Downtown	8TH - FIGUEROA	Hollywood	HOLLYWOOD - CAHUENGA
Downtown	7TH - FIGUEROA	Hollywood	MELROSE - HIGHLAND
Downtown	7TH - OLIVE	Hollywood	MELROSE - POINTSETTIA
Downtown	7TH - HILL	Hollywood	MELROSE - GARDNER
Downtown	7TH - BROADWAY	Hollywood	LARCHMONT - BEVERLY
Downtown	7TH - GRAND	South LA	CRENSHAW - KING
Downtown	6TH - OLIVE	SF Valley	SEPULVEDA - VENTURA

AREA	INTERSECTION
SF Valley	SEPULVEDA - VENTURA
SF Valley	TAMPA - DONNA AVE
West LA	PICO - WESTWOOD
West LA	WILSHIRE - WESTWOOD

###