



NEWS RELEASE

City of Los Angeles Department of Recreation and Parks

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MUSCLE BEACH IS GETTING A MAKEOVER

New flooring and equipment will be installed in the weight pen

LOS ANGELES – Donations are covering the cost to install new flooring and weightlifting equipment at the Muscle Beach weight pen, which is part of Venice Beach Recreation Center, a City of Los Angeles Department Recreation and Parks facility at 1800 Ocean Front Walk.

Bodybuilding.com and HeadBlade, Inc. are paying for the makeover with gifts that could be as much as \$45,000 and \$17,500 respectively. Bodybuilding.com purchased the equipment that will be installed by Miami Fitness after it replaces the flooring which HeadBlade is covering

The equipment was manufactured by Star Trac, which will provide maintenance for the first five years, and both components come with a 10-year warranty. The weight pen, which last got new weightlifting equipment in 1991, will be closed beginning May 5 to allow the work to be done; a grand reopening ceremony will be held on Saturday, May 17 at 2:00 p.m.

In addition to a ribbon cutting, Walk of Fame plaques for the five 2007 inductees into the Muscle Beach Venice Bodybuilding Hall of Fame will be unveiled. The honorees are Jack La Lanne, Franco Columbu, DeForrest "Moe" Most, Tony Pearson, and Abbye Stockton; they'll join 23 others who were enshrined when the Walk of Fame opened last year. La Lanne, Columbu, and family members of Most, who died in 2006, are expected to attend the May 17 event.

One of the originators of the fitness movement, La Lanne also received a Lifetime Achievement Award in 2007, and following the ceremony, the 93-year-old will sign and give away 200 copies of his new book "Fiscal Fitness."

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