



MEDIA ADVISORY

City of Los Angeles Department of Recreation and Parks

Public Information Division 221 N. Figueroa St., 7th Floor Los Angeles, CA 90012 (213) 202-2700 / fax: (213) 202-2615

April 1, 2009

MEDIA CONTACT(S)

Harvey Drut: (213) 202-2696, or cell, (323) 816-6711

Jane Kolb: (213) 202-2694, or cell, (323) 816-6712

A SEQUEL STARRING NATURE'S BEAUTY *Cherry trees at Lake Balboa bloom for the second time in 2009*

WHEN: **Through Sunday, April 5, 2009**

Daytime hours

WHERE: **Lake Balboa (Anthony C. Beilenson Park)**

6300 Balboa Blvd.

WHAT: For the second time in 2009, hundreds of Japanese cherry blossom trees will be in full bloom at a City of Los Angeles Department of Recreation and Parks' operated facility in the San Fernando Valley. The trees were donated by an anonymous Japanese benefactor; the Department of Recreation and Parks began planting them in 1992. The cherry trees at Lake Balboa are the ***Pink Cloud*** variety, which means they are ornamental flowering trees and not fruit-producing. They originated from a single parent tree and were developed to grow in warm climates. The flower has a single row of petals in a circular shape, just like cherry trees in Japan.

VISUALS: An even more magnificent display than the initial bloom in early March
People enjoying the plethora of pink flowers with pretty petals

TO GET TO LAKE BALBOA (ANTHONY C. BEILENSEN PARK): From the **101 (Ventura) Freeway**, exit at Balboa Blvd. Take Balboa Blvd. north ½-mile to the Lake Balboa/Anthony C. Beilenson Park entrance, which is on the east (right) side of the street. Follow the road around to the lake. **OR:** From the **405 (San Diego) Freeway**, exit at Victory Blvd. Take Victory Blvd. west 1½ miles to Balboa Blvd. Take Balboa Blvd. south ¼-mile to the entrance, which is on the left. (*Thomas Guide page 531, grid D7*).

NOTE TO MEDIA: The location is accessible using public transportation, with an Orange Line stop at Balboa Blvd. and Victory Blvd.; the park is a short distance from there. The Orange Line connects with the Red Line, which travels to Union Station in downtown Los Angeles.

- 30 -

For more information about Department of Recreation and Parks events, activities, programs, services, and facilities, go to www.laparks.org, or call 311, or (213) 202-2700.