



FOR IMMEDIATE RELEASE

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**GRAND PARK TO HOST MAJOR CELEBRATION FOR NEW YEAR'S EVE
– Grand Park's "N.Y.E. LA" Gives Angelenos a Central Place in the Heart of Los Angeles
to Ring in the New Year, All Together, for the First Time –**

– Iconic City Hall Building to Become a Beacon for Los Angeles' Grand Festivities –

LOS ANGELES (November 19, 2013) – Grand Park today announced a grand-scale free multi-dimensional celebration event for New Year's Eve, "N.Y.E. LA," to provide Angelenos from all parts of Los Angeles County with a new central destination where they can join together, for the first time, to ring in the New Year. Encompassing a 12 block area from Hope Street to Spring Street (from The Music Center Plaza to City Hall), this family-friendly event will feature Los Angeles' largest-ever 3-D digital mapping presentation, covering 22 stories of the iconic City Hall. New Year's Eve revelers will also enjoy musical performances, dancing, interactive visual art installations, roving performing artists, an interactive photo booth, food trucks and more. The event takes place on December 31, 2013, from 6:00 p.m. – midnight, with a first "early" countdown at 9:00 p.m., in sync with the East Coast, for families with young children.

"The Grand Park team set out to create a New Year's Eve that would measure up to the stature, style and impact of Los Angeles, and one that will unite Angelenos from our diverse communities," said Lucas Rivera, director, Grand Park. "With its important role as a central gathering place, Grand Park is proud to be the site everyone can call 'home' and celebrate together," he added.

Los Angeles County Supervisor Gloria Molina said, "Grand Park is the perfect location for a big New Year's Eve celebration, with lots of open space right in the heart of downtown L.A.'s Civic Center. It's already proven a perfect locale for similar public gatherings—including the 2012 Presidential Election, CicLAvia, Mayor Eric Garcetti's swearing-in celebration and a Fourth of July fireworks spectacular. So I know Grand Park will be the place to be on New Year's Eve!"

– more –

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Grand Park's "N.Y.E. LA" will showcase a broad range of innovative artists who are creating special pieces symbolic of Los Angeles, commissioned by the park specifically for the New Year's Eve celebration. Appearing throughout the park, these installations feature work by internationally-acclaimed artists, including: Michael Murphy, whose works challenge the boundaries between the second and third dimensions, often with the use of optical illusions; George McFetridge, who is well-known within the graphic design community for simple, but highly powerful imagery; and Charles Baker, a sculptor whose work often combines elements of realism and absurdity.

Guests will also be treated to a wide range of musical and dance performances throughout the evening, including some of Los Angeles' top DJs from Dublab, a non-profit web radio collective devoted to the growth of positive music, arts and culture. Grand Park's main stage on the Event Lawn in front of City Hall will feature a performance by Versa-Style Dance Company, a highly energetic group that fuses Hip-Hop and Afro-Latin dances that are of cultural significance in the community. Headlining the event is Fool's Gold, a Los Angeles-based indie collective that weaves together western pop aesthetics with African rhythms and melodies.

As part of the celebration, Angelenos will experience the sights and images of both Los Angeles and New York, as the iconic Los Angeles City Hall becomes a focal point for the "N.Y.E. LA" event. The park will come alive with animated two-dimensional projections on the building throughout the celebration, while three-dimensional images will be projected on the hour.

Throughout the evening, performing artists, including members of Arrow Sign Spinners, and face painters from Tribal Markers, will roam the entire park, entertaining and engaging visitors in creative art-making. In addition, Grand Park guests will be able to share their personal wishes for the coming year and see those wishes and their photos projected 100 feet above Grand Park.

"N.Y.E. LA" will culminate with a countdown to 2014. Then, after the clock strikes midnight, Grand Park guests will be amazed by a powerful, highly visual digital mapping display, the size and scope of which has never been seen in Los Angeles.

Both The Music Center Plaza and the park will use video screens so guests can enjoy the celebration from any vantage point within the 12 block area. While the park will not be serving alcohol, alcoholic beverages will be available for sale on The Music Center Plaza for those 21 and over. Food and non-alcoholic beverages will be sold both in the park and on the Plaza.

For more information about Grand Park's "N.Y.E. LA," visit <http://grandparkla.org/>

CALENDAR INFORMATION: Grand Park's "N.Y.E. LA"

December 31, 2013, 6:00 p.m. – midnight

- Hope Street (The Music Center Plaza) to Spring Street (throughout all of Grand Park) in downtown Los Angeles
- Free event
- Take the Metro Red or Purple Lines to Civic Center/Grand Park station or the Gold Line to Little Tokyo/Arts District Station
- No alcohol allowed in the park
- The Music Center Plaza opens with food/beverages for sale; alcoholic beverages for sale to those 21 and over

Schedule

6:00 p.m. Event Starts

- DJs from Dublab on main stage/Event Lawn
- Art installations throughout the park
- Roving performing artists throughout the park
- Music Center Plaza open
- Food trucks throughout the park
- Photo booth activated
- Animated 2-D and 3-D projections on City Hall/Hall of Records building

9:00 p.m. East Coast countdown

9:00 p.m. – 9:45 p.m. Music continues

10:00 p.m. – 10:30 p.m. Versa-Style Dance Company performance

10:45 p.m. – 11:45 p.m. Fool's Gold performance

Countdown to Midnight

Midnight – Celebrate 2014: Digital Mapping Presentation on City Hall

About Grand Park

A vibrant outdoor gathering place, Grand Park is a beautiful public park for the entire community in Los Angeles County. With expansive green space for gatherings large and small, Grand Park celebrates the county's cultural vitality and is host to community events, cultural experiences, holiday celebrations, and many other activities that engage and attract visitors from all communities. The 12-acre Grand Park stretches from The Music Center on the west to City Hall on the east, and is easily accessible by Metro via the Red/Purple line to the Civic Center/Grand Park station. The park was named one of American Planning Association's 10 "Great Public Spaces" in the U.S. for 2013. Grand Park's transformation is a credit to the leadership of Los Angeles County Supervisor Gloria Molina and the Grand Avenue Committee, established to create and implement the vision for Grand Park and commercial developments on Grand Avenue. The \$56 million for the construction of Grand Park was comprised of \$50 million in pre-paid rent

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for ground leases from Related Companies—a key condition Supervisor Molina was instrumental in securing—plus other city funds and interest. Under the direction of the county, Grand Park was developed by Related Companies with an award-winning creative team, including landscape architect, Rios Clementi Hale Studios; general contractor, Charles Pankow Builders; environmental graphic design firm, Sussman/Prejza; and fountain design consultants, Fluidity. Working closely with the county, The Music Center is responsible for all operations and programming for the park. For more information, visit <http://grandparkla.org/>

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