



**FOR IMMEDIATE RELEASE**

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**The Music Center Presents Downtown LA's Largest July 4th Celebration with**

***Grand Park's 4<sup>th</sup> of July Block Party***

**– Free Blockbuster Event Will Light Up the Sky from the Rooftops Surrounding Grand Park –**

LOS ANGELES (June 3, 2015) – Angelenos will take over the civic center as they come together for an LA-style July 4<sup>th</sup> celebration at the third annual Grand Park's 4<sup>th</sup> of July Block Party, presented by The Music Center. The free event, which runs from 3:00 p.m. – 9:30 p.m. on Saturday, July 4, 2015, will feature music, art, dancing, food, family, friends and fireworks for a feel-good, hometown event unlike any other Downtown LA has seen. Grand Park will light up the civic center skyline with a new, first-ever rooftop fireworks display set to iconic American music. The block party will be spread over eight city blocks, from Temple Street to 2<sup>nd</sup> Street, and from Grand Avenue to Main Street. Grand Park's Fourth of July Block Party is supported by the County of Los Angeles, City Councilmember José Huizar, Bank of America and KCRW.

During the block party, Grand Park's green spaces will be transformed into giant picnic areas, while two dedicated stages – THE FRONT YARD on Grand Park's Performance Lawn between Grand Avenue and Hill Street and THE BACKYARD on Grand Park's Event Lawn between Broadway and Spring Street – will showcase a diverse lineup of LA-based musical artists, dancers, jump rope experts and spoken word artists. Celebrants will also enjoy additional entertainment, including two iconic mobile stages: Sweet Beats Truck and I & I Sound System, set on 1<sup>st</sup> Street with live DJs spinning the sounds of an LA summer all day long. Fourth of July revelers can also participate in the Mobile Mural Lab, which will welcome party-goers to paint big murals that will be displayed inside the event space, and view a glowing 30-foot-tall large-scale stars and stripes tower at the intersection of Hill and 1<sup>st</sup> Streets. Guests can bring picnics or savor fare offered by 30 different outside food vendors, including the treats and sweets of summer, from tacos and barbecue to burgers and ice cream.

Grand Park Director Lucas Rivera said Grand Park's Fourth of July Block Party will welcome people from all over Los Angeles County to connect with each other in downtown's "backyard. "For Grand Park's third annual Fourth of July Block Party, we'll surround party-goers with the talent, sounds and spirit of LA. Top that off with a fireworks display shot from the rooftops of Downtown LA around the park, and, once again, LA will have a grand holiday celebration," Rivera said.

The Music Center's interim president & CEO Howard Sherman explained that Grand Park's Fourth of July Block Party is the ultimate showcase of the talent and artistry that can be found only in Los Angeles. "As the park for everyone, Grand Park provides a platform for the vibe of the many cultures and communities that make up LA, and

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Grand Park's Fourth of July Block Party is no exception," Sherman said. "From feel-good, get-up-and-dance music, to the sun and fun of a LA summer, this event will unite Angelenos in a salute to our nation's independence and bring everyone together for an experience not to be missed," he added.

*The entertainment line-up\* at Grand Park's Fourth of July Block Party includes:*

### **THE FRONT YARD**

**Foothill Force Jump Roping Team (also appearing on The Backyard stage):** A nationally known group of boys and girls from throughout the San Gabriel Valley, the Foothill Force Jump Roping Team is associated with the United States Amateur Jump Rope (USAJR) and the Amateur Athletic Union (AAU). Team members compete in national tournaments such as the AAU Junior Olympic Games, the USAJR Nationals, the World Jump Rope Championships, as well as in regional competitions. The Foothill Force strives to promote the sport of jump rope in many ways, including performances at community events, as well as for charitable purposes such as Jump-4-Darfur, Children's Hospital Los Angles, Breast Cancer Awareness and more. The team also hosts jump rope classes and workshops at various times throughout the year. The Foothill Force is proud to promote health and fitness through the growing sport of jump rope.

**Jeremy Sole (KCRW DJ):** Jeremy Sole's upbringing was seeped in the rich Chicago history of Blues, Jazz, Disco, Salsa and Soul, and he reveled in that space where they all blend together. As a teenager, Sole threw loft parties that were a culture clash during the birth of Hip Hop and House music. His obsession grew to include music from every corner of the world and, in 2001, Sole moved to LA. Now he can be heard on KCRW with his on show on Wednesdays from midnight to 3:00 a.m. Sole has had the honor of sharing the stage and studio with hundreds of his inspirations, including Roy Ayers, Ben Harper, Tony Allen, DJ Shadow, Stevie Wonder, Chaka Khan, Seu Jorge, Antibalas, Fat Freddy's Drop, Parliament, Quantic, Joe Bataan and many more. He was the last DJ to open for Ray Charles, mixed songs for Sly Stone's birthday party, and was deejaying the California Democratic Party's Election Night event when Barack Obama officially became the 44th President. Sole has also put his special touch on remixes for Femi Kuti, David Bowie, Thievery Corporation, Quantic, Jazanova and is incessantly cooking up a new batch. Drawing a loyal crowd to Zanzibar in Santa Monica for more than eight years, Sole's Thursday night residency, Afro Funké, is his arena for Afrobeat, Latin, Brazilian and other authentic and remixed world rhythms. He also leads a 9-piece live ensemble called Musaics, which includes members of The Lions, Quantic Soul Orchestra, Mayer Hawthorne and Build an Ark.

**Flypoet (spoken word artists/also appearing on The Backyard stage):** Established in 2000 as a vehicle to bring "underground talent" into the light, Flypoet Entertainment provides a platform for spoken word artists both in its own venue as well as at private, civic and corporate functions. Tired of performing in obscure coffee houses and bookstores for audiences typically comprised of other performers, Flypoet Entertainment's founder John Hensley wanted to expose the art form to an audience of non-poets in a venue with professional sound and lighting. His monthly showcases, at venues such as the Savoy Entertainment Center in Inglewood, CA, includes spoken work performances interspersed with musical acts and novelties to keep up the energy and engage the audience.

### **LA JUNTA with Special Guests Eduardo Martinez and others (DJ collective with live instrument guests):**

A bi-weekly summer event in Alhambra, LA JUNTA, or "the gathering," brings together people of all backgrounds in the name of friendship, dancing and music. LA JUNTA's mission is to bring top shelf world music beyond city limits and outward to the San Gabriel Valley. At a typical gathering, LA JUNTA DJs take music lovers on a tropical sojourn to Brazil, Colombia, Peru, Africa, Cuba, Puerto Rico, India and Mexico and back to the underground clubs of the American metropolises. Alongside the selectors, guest musicians, dance ensembles and visual artists collaborate in unison to create a spirited outing for the musically adventurous and fun-loving folks who attend.

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**Marion Hodges (KCRW DJ):** KCRW DJ Marion Hodges hosts an early Sunday morning show on the station called *The Lab*. A blogger, show promoter and die-hard music fan, Hodges is a ubiquitous presence at venues throughout Los Angeles. Born in Atlanta and raised in the small suburban town of Jonesboro, Hodges gravitated toward the arts at an early age, from performing with a local children's choir, ballet, and ice skating, to musical theater and acting. She began her life at KCRW as a front desk volunteer in 2005. After a brief detour to New York, she returned to a volunteer shift in the station's music library. She filled in for other volunteers and eventually put together a demo, which led to her role as a KCRW DJ. Hodges is also the current Monday morning production assistant for *Morning Becomes Eclectic*, and is the resident DJ for the triennial, pop-up vintage clothing and accessory sale, A Current Affair. She's maintained residences at La Cita and in Ham & Eggs Tavern in Downtown Los Angeles and Bronson Bar in Hollywood. Her latest venture involves being the DJ component of Radio Picture Show, a monthly storytelling/DF night that features comedians, writers, actors and visual artists telling stories inspired by a particular song or image. She has also written for several local music sites, including *Buzz Bands LA*.

**Groove Junkies (DJ):** A native New Yorker now living in Los Angeles, producer/DJ and MoreHouse Records co-founder Evan Landes (aka Groove Junkies) has gained wide support and respect through the international dance community for more than two decades for his consistent quality of work. Landes' mission since his label's inception has been to enlighten, uplift and ultimately transform new listeners into loyal followers on a global level. His strategy of releasing an eclectic array of intoxicating dance grooves, not bound by any gimmicky trends, along with memorable songs that stand the test of time, has paid off since the label opened in 2002. Groove Junkies' catalogue includes a brilliant collective of singers, musicians, writers and producers, who have helped define the "MoHo Sound." Within the genre of House music, each unique release can run the gamut stylistically, ranging from deep tribal, peak hour and electronic influenced tracks, to organic Soul, Funk, Afro, Latin, Jazz and Gospel-drenched songs.

### **THE BACKYARD**

**Skin & Bones (musical duo):** Los Angeles-based Skin & Bones is a Folk/Blues duo with hints of Alternative County and Bluegrass. With Taylor Borsuk on guitar, suitcase drum and vocals, and Peter Blackwelder on violin, Skin & Bones' cocktail of genres makes for an explosive live performance.

**Victor Rodriguez & Chris Bowen (DJs):** An influential DJ and promoter, Victor Rodriguez has been a part of building the LA club scene since the late 80s/early 90s through his association with such legendary clubs as White Chocolate, Plastic Passion and Mr. Toad's Wild Ride. In the late 90s, Rodriguez teamed up with Billy Erb to bring the legendary New York City party "Beige" to Los Angeles, which lasted 11 years and set a new standard that remains difficult to duplicate to this day. With his collaboration with DJ Chris Bowen under the Critter Control Collective, Rodriguez helped establish a re-birth of downtown LA club culture and parties that continue to influence LA nightlife.

Chris Bowen began his DJ career by accident almost a decade ago at an impromptu gig inside a bungalow at LA's famed Chateau Marmont. Soon after, he teamed up with Rodriguez and eventually the two went on to start their first venture in February of 2008 – Shits & Giggles – in Downtown LA. Bowen started Bears in Space (an homage to New York City radio show "Beats in Space") the following year at LA's Akbar with Kevin Carney of Black Disco, and the party still continues as a seasonal event, with Victor Rodriguez coming on-board in 2012.

**Anthony Valadez (KCRW DJ):** LA native Anthony Valadez was a music fan from the age of six. Later, working at a local pool at age 14 and saving money to buy turntables, he would scan the FM dial for new music and became a fan of KCRW. He eventually landed a coveted spot on the station where he hosts a Monday night radio show. Valadez is also currently the resident DJ at "First Fridays" at the Natural History Museum of Los Angeles County and can be found playing at Cana Rum Bar in DTLA, the Line Hotel in Koreatown, Zanzibar in Santa Monica, The Sayers Club in Hollywood and Insert Coins in Las Vegas. He has hosted events at the Hollywood Bowl and SXSW, as well as

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at Grand Performances and UCLA's Jazz Reggae Fest, and has performed at Grand Park's inaugural 4<sup>th</sup> of July Block Party. Valadez has remixed songs by David Bowie, Ozomatli and Local Natives and has released four studio albums of original material. He is a segment host on NUVOTV's *The Collective* powered by VEVO, which is executive produced by Jennifer Lopez. Valadez is also a talented photographer who chronicles his travels, musical adventures and favorite new bands on his website <http://anthonyvaladez.org/>

**DJ Rumbero/award-winning Salsa dancers:** DJ Rumbero launched his career in Los Angeles as a professional DJ in 2000. He grew up in a Latin music environment and followed in his father's footsteps, as his father was also a professional DJ. DJ Rumbero has established himself firmly on the international and local dance scene, with his technical abilities and his uncanny ability to read his audience, anticipating what patrons want and need. His talent on the decks always whips the crowd into frenzy and creates the sort of excitement that will keep people wanting more. His cutting edge mixes contain the very best in upfront club driven music that is always high on energy and the unexpected. DJ Rumbero covers various styles and genres of music, but his passion is Salsa. Whether he is performing at a Salsa Congress locally, or internationally with thousands of spectators, or even at a high energy night club or prestigious event, DJ Rumbero is the consummate professional and treats all of his engagements as special events.

DJ Rumbero will be accompanied by three award-winning couples who are expert Salsa dancers. They include Rodrigo Guzman & Nayara, who are experienced in Latin Music and Jazz, as well as in contemporary dance and ballet. Guzman has competed in the World Latin Dance Cup, and Nayara has just completed a movie in Cuba, in which she is the main actress and dancer. Up and coming dancers, Celso & Alejandra, have started their own company called Fortezza and are determined to dance all over the world. Originally from Mexico, the couple is now one of the most requested at Latin Music events worldwide. Hector Llamas & Kathy Reyes have an incredible passion and talent for dancing. Llamas has danced in various movies, while Reyes has competed over the last five years in the World Latin Dance Cup with a partner and as a soloist.

### **MOBILE STAGES**

**Sweet Beats Truck with DJ Ry Toast:** Since 2011, the Sweet Beats mission has been to spread joy to the city through music. With painstaking patience, DJ Sweet Beats renovated a 1957 Ford Stepvan with include a full DJ booth and sound system. The retro visage of the truck pays homage to the beloved ice cream trucks of the past, while music fills the air with the sweetest beats of today. The Sweet Beats LA team continues to spread the joy of music through their unique style and love of music.

As one of the leaders of the Sweet Beats team, DJ Ry Toast got into deejaying through an infatuation with Hip Hop and the desire to be a part of the culture. Ten years deep in the game, she graduated from being a "Hip Hop head" to become a true music lover, and her sets reflect this evolution. When she is not behind the "wheels of steel," Ry Toast can be found spitting fire as a Bikram Yoga teacher.

**I&I Sound System:** I&I Sound System was created in the late 90s by Aurelito and Black Shakespeare. The dynamic duos' thirst for unique and creative outlets guided I&I to create Aurelito's idea and concept of building an original mobile sound system. Their mission was to spread love by bringing music directly to the people. The two restored and hand painted a 1969 classic ice cream truck and customized it with turntables, DJ mixer, amps and speakers and crowned it "Destiny," knowing that music is an occupation that should literally move people. Since the birth of "Destiny," the duo have been spreading positive vibrations far and wide, serving sweet musical treats from their patented mobile sound system, at some of the largest outdoor music festivals, art openings, music concerts, film screenings, and many more events. Recognized as an LA icon, I&I Sound System has been featured by *LA Weekly*, the *Los Angeles Times*, NPR, and many more media outlets. The duo were invited to program Garth Trinidad's annual "Unsung Heroes" week on the popular *Chocolate City* radio show on KCRW.

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## **VISUAL ART**

**Mobile Mural Lab:** The Mobile Mural Lab (MML) was originally conceived as a public art project responding to a Los Angeles sign ordinance that did not discriminate between commercial signs and fine art murals. In this case, mural production on private property had been considered illegal. To that end, the MML offered a mobile wall surface with an interior space as a legal loophole for visual expression within the public realm. Since then, the City of Los Angeles Department of Planning has been collaborating with muralists, public artists and concerned citizens to workshop and draft a new mural painting ordinance, which, when passed by the City Council in 2013, legalized the painting of murals on private property. The MML has evolved into a mobile art studio, which serves as a space for mural education and production, and collaborates with artists, organizations and communities to facilitate interactive mural painting programs, events and workshops.

**Doron Gazit/Grand Park Holiday Beacon:** Environmental artist and industrial designer Doron Gazit has installed a large number of environmental pieces throughout the world, including the Negev Desert in Israel, Santa Monica Beach, Tokyo, Mexicali and Dubai. Gazit considers these temporary installations as literal extensions of the act of drawing and prefers to refer to these pieces as “lines.” His work, its scale, and his choice of materials and settings reference the interface of nature, technology and industry with a modern sensibility and playfulness. His method of intervention is to bring the audience’s full attention to the landscape, not to obscure it.

*\*Artists subject to change.*

## **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. 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>

## **About The Music Center**

The Music Center is LA’s home to the world’s greatest artistic programs and events. With four iconic theaters and four renowned resident companies – Center Theatre Group, the LA Master Chorale, the LA Opera and the LA Philharmonic – and recognized for its illustrious dance programming, Glorya Kaufman Presents Dance at The Music Center, The Music Center is a destination where audiences find inspiration in the very best of live performance, as well as nationally recognized arts education and participatory arts experiences. For more information, visit <http://www.musiccenter.org/>

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### **Important Event Facts & Policies**

#### **Grand Park Pre-event Closure**

The Park will close on Friday, July 3, 2015, at 10:00 p.m. until 3:00 p.m. on Saturday, July 4, 2015.

#### **Street Closures**

The following streets will be closed beginning Friday, July 3, 2015 at 6:00 p.m. (unless otherwise noted) and re-open on Sunday, July 5, 2015 at 6:00 a.m.:

- N. Broadway between Temple and 2<sup>nd</sup> Streets
- Spring Street between Temple and 2<sup>nd</sup> Streets
- Main Street between Temple and 2<sup>nd</sup> Streets (closing Saturday, July 4, 2015 at 10 a.m.)
- 1<sup>st</sup> Street between Grand Avenue and Los Angeles Street
- Olive Street between 1<sup>st</sup> and 2<sup>nd</sup> Streets

#### **Entrances to the Event**

There will be five entrances into the park for the event:

- Main Street and 1st Street
- North Broadway and 2<sup>nd</sup> Street
- Hill Street and 2<sup>nd</sup> Street
- 1<sup>st</sup> Street and Grand Avenue
- Temple and Grand Avenue

#### **Metro Access**

Visitors to Grand Park can travel via the Metro Red/Purple Lines to Civic center/Park station (use the 1<sup>st</sup> Street exit; the Temple Street exit is open only for ADA/elevator access), or via the Gold Line to Union Station or Little Tokyo/Arts District Station (a 7-12 minute walk toward City Hall). Metro users are encouraged to load their TAP card with round trip fare in advance, either online or on their way in to the station, in order to bypass the TAP vending machine lines later in the evening.

#### **Bike Parking**

LA County's Bicycle Coalition's bike valet will be available on the intersection of 2<sup>nd</sup> and Hill Streets.

#### **Beverage Policy**

Alcohol will not be sold onsite, and there will be a no tolerance policy for any alcohol brought to the event. All bags will be checked upon entry.

#### **Outside Food/Beverages**

Picnics/outside food is welcome. Bags and backpacks/totes/coolers must be standard backpack size or smaller (16.75 inches x 13 inches x 8.5 inches). No outside beverages including juice and soda. Only empty (non-glass) water bottles will be allowed. Free water filling stations will be available in the event space, provided by the Los Angeles Department of Water and Power. Several booths will have water for sale. Handheld umbrellas are allowed.

#### **Items Prohibited Inside the Event**

Chairs, outside alcoholic beverages, narcotics, tents, animals without a leash, firecrackers, explosives, sparklers, party poppers, firearms, and weapons.

#### **The Following is Prohibited**

Public intoxication, rollerblading, skateboarding, smoking, vaping, unauthorized vending, aggressive solicitation, and staking objects to ground.

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