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**L.A.'S OFFICIAL NEW YEAR'S EVE DANCE AND MUSIC PARTY IS GOING GLOBAL AS EIGHTH ANNUAL *GRAND PARK'S NYELA* COUNTS DOWN TO 2021 WITH FIRST-EVER NATIONAL BROADCAST DEBUT ON FUSE, FEATURING STEVE AOKI AND ARTISTS FROM HIS NEW LATINX LABEL DIM MAK EN FUEGO, PLUS FRIENDS**

**West Coast's Flagship New Year's Eve Celebration Features Signature Countdown as well as Performances by Steve Aoki and Emerging Artists from his Latinx Dim Mak En Fuego Record Label including Mexican Quintet AQUIHAYAQUIHAY and Venezuelan Singer Andrekza, With Special Guest BIA, plus Gasolina Party's 2DEEP**

**LOS ANGELES (December 8, 2020)**—The annual flagship West Coast countdown celebration [Grand Park's NYELA](#) will ring in 2021 with a new format as a special national broadcast and streaming event for the first time. With partnerships with [Fuse](#) and new Latin music label [Dim Mak En Fuego](#) from two-time Grammy-nominated DJ/producer [Steve Aoki](#), *Grand Park's NYELA*, powered by [The Music Center](#), will provide the first ever opportunity for people around the country and around the globe to enjoy the park's grand-scale New Year's Eve experience—L.A.-style. Given COVID restrictions and Grand Park's commitment to keeping artists and the public safe from community transmission, this year's program is intended to help ensure the public's safety and well-being while preserving the park's widely embraced New Year's celebration from the comforts of home. Viewers can tune in or log on starting Thursday, December 31, 2020, from 11:00 p.m.–12:30 a.m. PST / 2:00 a.m.–3:30 a.m. EST to January 1, 2021, to watch on Fuse or stream on Grand Park's digital channels and on *The Music Center Offstage*. The event's signature midnight countdown takes Los Angeles County's New Year's Eve tradition to new heights as 3D animation graphics will highlight community, resiliency and Los Angeles as part of the annual digital countdown show designed by local innovation studio [yU+co](#).

In line with Grand Park's mission to honor L.A. County's cultural diversity through programming reflective of the "park for everyone," *Grand Park's NYELA* has formed a new artistic partnership with Aoki, who will curate both local and global talent for the 90-minute music and dance party that he feels connects with L.A.'s heart and soul. Showcasing Latin underground artists from Aoki's L.A.-based Dim Mak En Fuego label, the "Countdown to 2021" program will introduce audiences to Mexican quintet

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[AQUIHAYAQUIHAY](#) and Venezuelan singer [Andrekza](#) and treat fans to a guest performance by Platinum-recording artist and fashion icon [BIA](#). In addition, [2DEEP](#) from L.A.'s own Gasolina Party will mix the beats between sets and bring L.A.'s nightlife scene home through Reggaetón. Aoki will close the show following the 3D digital countdown with some of his top-charting Latin collaborations and remixes. DJ Eddie One, the popular afternoon drive personality from L.A.'s Cali 93.9FM, along with multimedia powerhouse Jessica Flores will host *Grand Park's NYELA*.

“Even though we may not be together in the park, the 8th annual *Grand Park's NYELA* celebration will retain all of the high-energy performances and party-like atmosphere this beloved program offers Angelenos, but this year with the twist of reaching a worldwide audience thanks to Fuse and showing the world this L.A. tradition,” said Julia Diamond, director, Grand Park. “We are so excited to work with the legendary Steve Aoki and his visionary line-up of established artists and emerging talent—viewers will be dancing the whole time! As well, in true Grand Park fashion, the program will balance these great performances with special segments throughout the show to honor the strength and character of Angelenos and share more about L.A. with the world. *Grand Park's NYELA* says a powerful good-bye to 2020 and a big hello to 2021 as we look forward to a brighter future—unified, ready and committed to community.”

“The world is ready to turn up this New Year's Eve! And I'm excited to celebrate with The Dim Mak En Fuego family and partner with Grand Park and Fuse to ring in the new year, around the world, in a whole new way, with music that transcends languages and cultures,” said Steve Aoki. “Dim Mak En Fuego just launched this year, and we're excited to share the talents of creative artists like Andrekza and AQUIHAYAQUIHAY, along with our friends BIA and 2DEEP, each of whom define the sounds of today and tomorrow. This is how L.A. celebrates—a show jam-packed with a fusion of sounds. And some cake!”

Noted Fuse Media Head of Content Marc Leonard, “We're thrilled to take this event to a national audience, and invite Fuse viewers to join in this celebration with performances that help connect us during this time of social distancing. Grand Park's NYELA supports Fuse's mission to showcase emerging Latino and multicultural talent and amplify their creative expression.”

In addition to the music line-up, *Grand Park's NYELA* will feature a number of video segments interspersed throughout the program that spotlight the many communities of Los Angeles: 1) “Rewind 2020” takes viewers on a journey through the top moments of the year, that not only acknowledge the challenges of 2020, but also serve as a catalyst for positive change and a hopeful future; 2) “Ground our Present, Dot our Future” features interviews with leaders of L.A.-based community organizations that are Grand Park partners, who discuss the viewpoints of Angelenos living across Los Angeles County's five supervisorial districts; the project will begin as a public art installation in the park featuring creatively designed social distancing floor markers filled with quotes from everyday people ages 8 to 88 years-old

about their hopes for 2021; 3) "Team L.A." highlights the voices from popular sports franchises who are an indelible part of the Los Angeles identity as it celebrates Los Angeles as the "County of Champions" and the communal spirit of all who call L.A. home; and 4) "What's Next" focuses on community as Angelenos share their wish list for L.A. in 2021 from iconic spaces throughout the county with visual postcards from the Korean Bell of Friendship in San Pedro to the Clown Circus Neon Sign in North Hollywood.

For more information about *Grand Park's NYELA*, visit [grandparkla.org](http://grandparkla.org) and [musiccenter.org](http://musiccenter.org). Follow Grand Park on Facebook (GrandParkLosAngeles), as well as Twitter, Instagram and Snapchat (@GrandPark\_LA). *\*Artists and performances are subject to change.*

### **Calendar Listings**

#### **When:**

Thursday, December 31, 2020, 11:00 p.m.–12:30 a.m. on January 1, 2021

#### **Where:**

Broadcast:

- Fuse TV (Check local listing for channel guides)

Live Streaming:

- [YouTube](https://www.youtube.com/@GrandParkLosAngeles) (@GrandParkLosAngeles)
- [Grandparkla.org](http://Grandparkla.org)
- [Musiccenter.org](http://Musiccenter.org)

### **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 [grandparkla.org](http://grandparkla.org). Follow Grand Park on Instagram (@grandpark\_la) as well as Twitter, Twitch, YouTube (@grandparkLosAngeles), and Facebook.

### **About The Music Center**

The Music Center convenes artists, communities and ideas with the goal of deepening the cultural lives of every resident in Los Angeles County. The non-profit performing arts organization has two divisions: TMC Arts and TMC Ops. TMC Arts, The Music Center's programming engine, provides year-round programming inside The Music Center's four theatres, on Jerry Moss Plaza, outside at Grand Park—a 12-acre adjacent green space—in schools and other locations all over Los Angeles County and on a digital platform called *The*

*Music Center Offstage*. TMC Arts presents world-class dance with *Glorya Kaufman Presents Dance at The Music Center*, free and low-cost public concerts and events, as well as K–12 arts education programs along with workshops, performances, interactive experiences and special events on *The Music Center Offstage*. TMC Ops manages the theatres, the Plaza and Grand Park on behalf of the County of Los Angeles. The Music Center is also home to four renowned resident companies—Center Theatre Group, Los Angeles Master Chorale, LA Opera and LA Phil. For more information, visit [musiccenter.org](http://musiccenter.org). Follow The Music Center on Facebook, Instagram and Twitter @MusicCenterLA.

### **About Dim Mak En Fuego (DMEF)**

Dim Mak En Fuego (DMEF) is the new home for the global Latin underground. Founded in July 2020, the imprint spotlights the genre-defying sounds burning up dance floors worldwide and fosters the boundless voices who are originating hybrid sounds in their own vision. As a breeding ground for the innovative artists pushing the scene forward, the label fuses music, visuals, fashion and internet culture to discover and develop the singular art and artists defining the sounds of tomorrow. Dim Mak En Fuego is the next evolution of Dim Mak, the iconic independent record label founded by two-time Grammy-nominated DJ/producer Steve Aoki in 1996. For more than two decades, the brand has stood at the epicenter of emerging youth culture and has shaped definitive movements across punk, indie and dance music, launching the careers of Bloc Party, The Kills, The Chainsmokers, The Bloody Beetroots, Deorro, Keys N Krates, MSTRKRFT and many others. Evolving from the eclectic vision and DIY spirit of Dim Mak, DMEF transcends genres, languages and borders, all while channeling *la gente's* unique music, culture and identity through the Latin experience and challenging the old ways of traditional Latin music.

### **About Fuse**

Fuse Media is a cross-platform entertainment media brand that creates empowering and authentic content for a Latino and multicultural millennial and Gen Z audience. The Company showcases talent, activists and creators who break boundaries, celebrate life, and fuel hope for a world seeking unity. It does so through the Fuse and FM (Fuse Music) linear and video-on-demand (VOD) channels; Fuse Digital; OTT channels and programming apps; and live events.

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