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Councilmember Huizar's Bringing Back Broadway Marks 7th Anniversary with 'Night on Broadway' Celebration

*Multi-venue January 31st celebration marks 10-year Broadway revitalization plan's 7th anniversary –
Huizar's new plaza space on Broadway and six historic theaters to get plenty of use offering an
eclectic range of innovative, fun and multi-cultural entertainment*

(LOS ANGELES) January 12, 2015 – Seven years after its launch, Councilmember José Huizar announces today that his Bringing Back Broadway Initiative will present “Night on Broadway” – a multi-venue art and streetscape celebration, complete with programming on newly opened pedestrian spaces, merchant pop-ups, kids activity area, a vintage car display and restaurant specials.

The event, which is in conjunction with the Los Angeles Neighborhood Initiative (LANI), will take place on January 31, 2015, from 5 p.m. to 10 p.m., highlighting entertainment, food and nighttime fun along Broadway from 3rd Street to 11th. Last year's “Day on Broadway” event celebrating Huizar's Bringing Back Broadway's 6th anniversary was a huge success, drawing hundreds of participants. This year's event could prove even more popular.

“As we celebrate the 7th anniversary of Bringing Back Broadway, we're looking forward to providing an opportunity for Angelenos of all ages to experience a fun and exciting evening immersed in the historic district, while discovering what Broadway is all about,” said Councilmember Huizar. “The momentum we've created to revitalize this historic street is undeniable. Our job is not finished by any means, but more and more, Broadway is once again becoming an important destination in the City of Los Angeles - day and night.”

The free, all-ages *Night on Broadway* celebration will feature programming in six of Broadway's historic (and often closed-to-the-public) theaters (Million Dollar, Los Angeles, Palace, Tower, Orpheum, and the Theatre at Ace Hotel (aka United Artists Theatre.) An on-street festival area will feature booths and pop-up shops from local DTLA businesses, a vintage car show, a family-friendly kids' area, and a main stage featuring live musical performances. Broadway restaurants, bars and businesses will be open, many offering specials for *Night on Broadway* participants. More than a dozen food trucks will be on site, and Broadway's historic Grand Central Market vendors will be open late with special *Night on Broadway* programming.

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In August, Councilmember Huizar held a Grand Opening celebration in front of Grand Central Market to highlight his new Broadway Master Streetscape plan. The plan has transformed 10 blocks of Broadway into the City's largest Road Diet, adding new pedestrian plaza space, complete with red tables, chairs and umbrellas that local businesses, like Grand Central Market, can adopt. *Night on Broadway* will utilize some of that space.

The roster of acts for *Night on Broadway*, as well as times and locations will be updated at NightonBroadway.la

Some highlights of performers, artists and activities to be featured include:

- **String Theory**, known for large-scale performance installations that transform environments and architecture into giant musical instruments will take over the **Orpheum Theatre** in a spectacular display. A collaborative ensemble of musicians and dancers will utilize invented instruments and sonic sculpture to create their unique performance landscape and sonic footprint. (www.stringtheoryproductions.com/)

- **Nova Han Productions presents Wilderbe**, specializing in creating reality-altering experiences, transporting audiences into other worldly realms of the sublime and fantastical will program experiences in **the Los Angeles Theatre**. Nova Han has created works for the likes of Elon Musk, Lucent Dossier Experience, and Warner Brothers and has been featured at Coachella, The Official Grammy's Celebration, Burning Man, and others. (novahan.com/)

- The **Tower Theatre** will feature **Chessboxing**, a new hybrid sport in which a multi-round match-up between opponents alternates between a 3-minute round of chess followed by a 3-minute round of boxing. The battle is won by the first checkmate or knock-out! All chessboxing events are dedicated to supporting charities and helping people who learn to chessbox become superheroes in their communities by fighting for philanthropy. (lachesboxing.com/) Short musical performances will entertain between chessboxing bouts.

- The **Million Dollar Theatre**, **Palace Theatre** and the **Theatre at Ace Hotel** (aka United Artists Theatre) will feature rotating acts including renowned multi-lingual chanteuse **Jessica Fichot**, burlesque group **Burgundy Bells**, popular Northeast L.A. garage band the **Skylarks**, the **Mariachi Academy** of Carson and a special short film screening series, among others.

- The **NoH8 Campaign** will offer an open (fee required) photo shoot in the ballroom of the **Los Angeles Theatre** by celebrity photographer **Adam Bouska**. NoH8's mission is to promote marriage, gender and human equality through education, advocacy, social media, and visual protest. Funds raised by the NOH8 Campaign will be used to help the growth of the campaign and to raise mass awareness about human equality through social media and education. (noh8campaign.com/)

- Night on Broadway will also provide a unique opportunity for participants to engage in tours by the **Museum of Neon Art** of the exquisite neon signs on Broadway and learn about their place in Los Angeles history. Advance registration will be required for tours through NightOnBroadway.la and a suggested donation will be accepted. (neonmona.org/)
- **Two Bit Circus** will showcase their talent in engineering entertainment with technology in the kid's activity area, which will also feature family friendly interactive activities, complementing main stage performances by **Honolulu Avenue Strummers**, **Sexy Sam Man** and others. (twobitcircus.com)
- The **California Historic Route 66 Association** will present a vintage car display honoring Broadway's unique history as the west coast terminus for Route 66. And the **L.A. Fire Department** will be on hand with its **1931 vintage Seagrave fire hose wagon** (www.twitter.com/lafdbandwagon) and a modern fire truck for kids of all ages to explore.
- The street festival area will also feature more than a dozen popular food truck eateries, including Broadway's own **Umami Burger**.
- As a special surprise treat, premiere flash mob production company **Dance Mob Nation** will stage a modern, yet vaudeville-inspired performance at an undisclosed time and place during the evening, in homage to Broadway's heritage as the birthplace of vaudeville and entertainment in Los Angeles and its place importance to the city's future. (dancemobnation.com/)

Night on Broadway is free and open to the public. Some activities (i.e. neon tour) will require advance registration at NightOnBroadway.la. Donations will be accepted to help defray costs.

Partners for this one-time only Bringing Back Broadway event include Councilmember José Huizar and the Los Angeles Neighborhood Initiative along with the Los Angeles Historic Theatre Foundation; We Are Giants; L.A. Fashion District; Historic Downtown Business Improvement District; Downtown Center Business Improvement District; Los Angeles Streetcar Inc.; California Historic Route 66 Association; NoH8; Think Tank Gallery; METRO; the Los Angeles Conservancy; as well as numerous Broadway restaurants, retail businesses and theaters. Mumtaz Marketing & Events is coordinating for Bringing Back Broadway.

TRANSPORTATION: Go Metro! Show your TAP card at the Bringing Back Broadway booth and enter to win a free pair of tickets to an upcoming concert or event at Broadway's historic Orpheum Theatre. Take the Metro Red or Purple Line to Pershing Square Station. For your best route or more info, visit the Metro Trip Planner (http://socaltransport.org/tm_pub_start.php) or call 323-Go Metro or (323-466-3876).

Parking is available at the City's Pershing Square Parking Garage at a flat rate of \$7 for vehicles entering after 5pm, and exiting before 2am. (laparks.org/pershingsquare/) Commercial surface lots and garages in the area offer varying commercial prices.

ABOUT JOSE HUIZAR'S BRINGING BACK BROADWAY

Bringing Back Broadway is an ambitious 10-year plan led by Los Angeles City Councilmember José Huizar to revitalize the Historic Broadway corridor in downtown Los Angeles, a National Register Historic District. Goals are to provide economic development and business assistance; encourage historic preservation; reactivate Broadway's historic theaters and long-underutilized commercial buildings; and increase transit and development options by bringing the beloved streetcar back to downtown Los Angeles with Broadway as the spine for the route.

Under Councilmember Huizar's Bringing Back Broadway initiative the area has already experienced a surge in new retail and restaurants and is becoming a focal point for creative office and boutique hotel development.

City policies aimed at spurring this revitalization through Bringing Back Broadway include the City's Historic Commercial Reuse Guidelines, Broadway Entertainment Zone policies, a facade lighting grant program, an upcoming Historic Broadway Sign District, and the Broadway Streetscape plan, one of the country's largest road diets, which prioritizes people over vehicles and creates a safer and more vibrant pedestrian experience along Broadway. More at BringingBackBroadway.com

ABOUT LANI: The Los Angeles Neighborhood Initiative (LANI) works with committed community members to revitalize neighborhoods through improvement of public transportation corridors, urban greening and business district projects. More at www.LANI.org

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