



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles

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MEDIA ALERT
FOR IMMEDIATE RELEASE

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DCA to program the Madrid Theatre in Canoga Park beginning February 2007

Los Angeles—The Madrid Theatre, a facility of the Department of Cultural Affairs (DCA), will be managed by DCA beginning February 1, 2007. DCA is working in partnership with the Valley Cultural Center (VCC), the current operator of the Madrid Theatre, to ensure a smooth transition. The VCC has been managing the theater for DCA since July 2003.

Nonprofits and groups interested in booking the Madrid Theatre now and after January 31st please contact the Department at 818.347.9419; this number remains the same as in the past. Concurrently, DCA is currently preparing a Request for Proposal (RFP) to seek a new partner to operate the Madrid Theatre for the fiscal year 2007-08 and beyond. The RFP will be issued shortly.

For more information about booking the Madrid Theater after January 31, 2006, call Chris Riedesel at 818.347.9419. More information about theater programming will be forthcoming.

ABOUT DCA

The Department of Cultural Affairs (DCA) serves as a leader to generate and support high quality arts and cultural experiences for Los Angeles residents and visitors. DCA also advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public and community arts programming, arts education, and creating partnerships with artists and arts and cultural organizations in every community in the City of Los Angeles.

DCA grants \$3.4 million annually to over 300 artists and nonprofit arts organizations and awards the Artist-in-Residence (A.I.R) and City of Los Angeles (C.O.L.A.) Individual Artist Fellowships. It provides arts and cultural programming in numerous Neighborhood Arts and Cultural Centers, theaters, and several arts and education programs for young people. The Department directs public art projects and manages the City's Arts Development Fee, Art Collection, and Murals Program. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the culturela.org website.

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