



MEDIA ALERT
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DCA KICKS OFF FREE MUSIC CLASS REGISTRATION FOR YOUTH AT THE NEW LINCOLN HEIGHTS JUNIOR ARTS CENTER GRAND OPENING

DATE/TIME: **Saturday, February 5, 2011, 2:00 p.m. – 5:00 p.m.**
LOCATION: **Lincoln Heights Junior Arts Center, 2911 Altura St., LA, CA 90031**

February 1, 2011, Los Angeles—The Department of Cultural Affairs (DCA) and Councilmember Ed P. Reyes are pleased to announce the Grand Opening and registration kick-off for free Music LA classes for youth ages 7 to 18 years at the Lincoln Heights Junior Arts Center. In addition to offering Music LA registration for youth and their parents, DCA will also be hosting a special kick-off celebration on Saturday, February 5, 2011, from 2:00 p.m. to 5:00 p.m. This Saturday afternoon celebration will include live Music LA class demonstrations led by The Percussion Arts Workshop (PAWS Music), offering instruction in Latin and West African Percussion and Song. The afternoon will also feature other live music performances by the Sangeet School of World Music and Partnerships to Uplift Communities (PUC) Youth Band, raffles, food, and beverages.

Council District 1 will benefit greatly from the opening of the new arts center housing a music education program that provides training in musical genres like mariachi, son jarocho, pow wow style drumming, jazz, and traditional Korean music, to name a few. The new center provides an opportunity for the expansion of Music LA classes in the Northeast Los Angeles area.

Councilmember Ed P. Reyes and DCA Executive Director Olga Garay will welcome families and residents to Saturday's ribbon-cutting ceremony. "With unfortunate education cuts during these bleak economic times, our youth need programs like the ones that will be offered at the Lincoln Heights Junior Arts Center, now more than ever," said Ed P. Reyes, Councilmember of the center's regional district. "The Arts Center exposes children to new experiences and different cultures through free music classes. This is important to enhancing their academic performance, as well as nurturing their creative development." The Lincoln Heights Junior Arts Center's free Music LA classes for elementary, middle, and high school students have been made possible by The Walt Disney Company as the Music LA Heritage Month Sessions Title Sponsor, as well as The Nielsen Company.

The Grand Opening will be the opportunity for Music LA to present the 2011 African American Heritage Month classes in partnership with the Percussion Arts Workshop (PAWS Music), as well as the 2011 Asian and Pacific Islander American Heritage Month classes with the Sangeet School of World Music, scheduled to begin in May, and the Summer 2011 Classes with Partnership to Uplift Communities (PUC), beginning in July.

The eight-week Music LA African American Heritage Month class session at the Lincoln Heights Junior Arts Center will begin on Tuesday, February 15, 2011 and end on Thursday, April 7, 2011. The session will include three classes per week: Tuesdays, 4:00 p.m. to 6:00 p.m.; Thursdays, 4:00 p.m. to 6:00 p.m.; and Saturdays, 2:00 p.m. to 3:00 p.m. Youth and parents who are interested in this Music LA session are not required to attend the February 5th event. To register, the public may contact Angel Figueroa,



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PAWS Music Executive Director, at 213.804.7297 or angel@pawsmusic.com. For more information about Music LA, the public may contact Angelica Loa Perez, DCA, at 213.202.5561 or Angelica.Loa.Perez@lacity.org.

About Music LA at the Lincoln Heights Junior Arts Center

DCA's Music LA Program is a citywide music education program that coordinates resources to provide students with high quality music education in areas of the City where few or no arts education programs exist. For more information, visit [<http://culturela.org/musicla/index.html>](http://culturela.org/musicla/index.html).

The Lincoln Heights Junior Arts Center is part of the Lincoln Heights Youth Center complex, a renovated 2-story church building constructed in 1930 with subsequent additions built in the 1970's. The complex houses four components: an outdoor roller hockey rink, a boxing gymnasium, a youth center, and a junior arts center; and is jointly operated by the Department of Recreation and Parks (DRP) and DCA. The complex has approximately 9,000 square feet of space (including the outdoor hockey rink), with the Junior Arts Center occupying approximately one-third of the building. Funding for the renovation of the complex was provided through Proposition K funds.

For the first time, the DCA and DRP are working side-by-side in order to provide different programs in a single location. This partnership will bring more City resources directly into the heart of the neighborhood, and provide positive alternatives for local youth and adults.

About the DCA

The **Department of Cultural Affairs (DCA)** generates and supports high-quality arts and cultural experiences for Los Angeles' 4 million residents and 25 million annual visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public art, community arts programming, arts education, and partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$36.7 million in fiscal year 2009/10. It consisted of: \$9.6 million in Transient Occupancy Tax funds; \$12.2 million in funds from the Public Works Improvements Arts Program; \$8.6 million from the Private Arts Development Fee Program; \$4.9 million in City related and indirect cost allocations; and \$1.4 million in private and public funds raised during the year. DCA grants approximately \$3 million annually to over 280 artists and nonprofit arts organizations through its long-established Grants Administration Division. DCA provides arts and cultural programming in its numerous neighborhood arts and cultural centers, theaters, and historic sites, and manages several arts and education programs.

The Department also administers the City's Private Arts Development Fee and Public Works Improvements Arts Programs, a portfolio of approximately \$20.8 million in fiscal year 2009/10. In addition, DCA raises outside public and private funds, over \$10.5 million since fiscal year 2007/08, used to re-grant to LA-based arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. 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 visited by over 2.7 million people annually.



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