



MEDIA ALERT
FOR IMMEDIATE RELEASE

April 19, 2011

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**In celebration of
Ozomatli Day 2011**
the City of Los Angeles Department of Cultural Affairs
presents

“Songs of the LA River Project”

**in collaboration with
Mayor Antonio R. Villaraigosa’s LA River Day of Service,
KCET Departures, and the USC Annenberg School**

Los Angeles - Recognizing that Grammy-award winning Ozomatli have long represented both the sounds and colors of Los Angeles, the City of Los Angeles has officially designated every April 23 to honor Ozomatli, not only for their albums, but also for their commitment in creating music and creating opportunities for young musicians at Los Angeles area schools, community centers, and parks.

This year, Ozomatli is partnering with Mayor Antonio R. Villaraigosa and the Friends of the Los Angeles River (FoLAR), to combine Ozomatli Day with the Mayor’s “We Serve LA” volunteer campaign and the 22nd annual FoLAR Great L.A. River CleanUp / La Gran Limpieza. Scheduled for Saturday, April 30, between 9:00 a.m. and 12:00 noon, the collaborative LA River Day of Service involves countless organizations and individuals serving in an array of community service projects, cleaning up 20 backside sites along the 51 mile L.A. River, culminating with a River Jamz concert by Ozomatli at Rio de Los Angeles State Park, beginning at 12:30 p.m.

In keeping with the spirit of last year’s inaugural “Ozomatli Day,” the Department of Cultural Affairs Music LA Program, in conjunction with KCET Departures and the USC Annenberg School, have organized the “Songs of the LA River Project” for local students.

Young musicians aged 6 to 18 from across Los Angeles are invited to write an original song about the Los Angeles River for submission. Individual musicians and school bands alike are welcomed to participate. The top entries will win a chance to perform their song live with Ozomatli at the L.A. River Day of Service River Jamz Concert. All young people who participate in the “Songs of the LA River Project” are invited to the celebration.



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Songs not selected for live performance will stream on:

LARiverSongs.posterous.com.

Grooves on the Move, a mobile recording studio on wheels, will be on site giving the young musicians a chance to record their music.

Participants are asked to submit their song via e-mail to:

LARiverSongs@gmail.com.

Audio MP3s, YouTube links, and scanned copies of sheet music will be accepted.

Hard copies may be sent to:

Songs of the LA River Project c/o Angelica Loa Perez
Department of Cultural Affairs
201 North Figueroa Street, Suite 1400
Los Angeles, CA 90012

All entries must be accompanied by an Entry Form downloadable at:

LARiverSongs.posterous.com.

Instrumental entries are eligible, but lyrics alone do not qualify for this project.

Deadline for submissions is **Friday, April 22, 2011**.

Questions may be sent directly to:

LARiverSongs@gmail.com.

For complete details on the "Songs of the LA River Project," please visit:

LARiverSongs.posterous.com.

The LA River Day of Service is sponsored through the generous support of: ServiceMaster, PineSol, Toyota, Keep LA Beautiful, Southwest Airlines, and Starbucks.

About Ozomatli

Ozomatli's music - collision of hip hop and salsa, dancehall and cumbia, samba and funk, merengue and comparsa, East LA R&B and New Orleans second line, Jamaican ragga and Indian raga - has long followed a key mantra: "It will take you around the world by taking you around the City of Los Angeles."



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**About the City of Los Angeles Department of Cultural Affairs (DCA)
About Mayor Antonio Villaraigosa's Commitment to Community Service**

"We are mobilizing thousands of volunteers through service and civic engagement to bring awareness to the Los Angeles River and watershed issues," said Mayor Antonio Villaraigosa. "From the Valley to the Eastside, countless individuals and community groups are volunteering to improve our neighborhoods and bank side sites along the L.A. River for this special day of service."

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 \$14 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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