



MEDIA ALERT
FOR IMMEDIATE RELEASE

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**Annual Watts Towers Day of the Drum and Jazz Festivals
A Free Arts Weekend**

Los Angeles - Celebrating the First 50 Years of The Watts Towers Arts Center (1961-2011), the **30th Annual Watts Towers Day of the Drum Festival** and the **35th Annual Simon Rodia Watts Towers Jazz Festival** will take place on Saturday, September 24, 2011 and Sunday, September 25, 2011. On Saturday, the *Watts Towers Day of the Drum Festival's* main attraction is the **Drum & Percussion Summit** featuring Stanley Randolph, Fausto Cuevas, Munyungo Jackson, Ron Bruner Sr, and Ron Bruner Jr. highlighting Stevie Wonders' Rhythm. On Sunday the *Watts Towers Jazz Festival* will close with the laureate **Horace Tapscott Pan Afrikan Peoples Arkestra**. The festivals run on both days from 10 a.m. to 6 p.m.

These arts festivals are free events for the entire family. The events are presented by the City of Los Angeles Department of Cultural Affairs (DCA) and the Friends of Watts Towers Arts Center under Artistic Directors, Rosie Lee Hooks, Patrice Rushen, and Munyungo Jackson. A list of performers and complete performance schedules can be found at: www.wattstowers.org.

Concerning the significance of the Watts Towers Arts Center 50 year jubilee celebration, its Artistic Director, Rosie Lee Hooks, remarked: "We are celebrating a journey of artistic achievement, emotional healing, and community pride; and we are paying homage to Simon Rodia's passion for artistic expression that continues to be an inspiration for many renowned artists in Los Angeles and around the world."

The festivals' activities and programs include: art exhibitions such as *From Within* and *Narrative Odyssey Manifesting Artistic Dreams*, guided tours of the Watts Towers, supervised children's activities, and food and arts and crafts for sale.

Both festivals take place at DCA's Watts Towers Campus at 1727 East 107th Street, Los Angeles, CA 90002. For more information, please call 213.847.4646 or visit www.wattstowers.org.

The Campus is easily accessible from the 105-E freeway at the Wilmington Avenue exit, #10. Also from the 108th street bus stop, 305 and 612 routes, and the 103rd Street / Kenneth Hahn Station (Blue Line). Self-parking and valet parking are free.



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About the City of Los Angeles Department of Cultural Affairs (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 \$15 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.

About DCA's Watts Towers Campus

The Watts Towers Arts Center, The Charles Mingus Youth Arts Center, and The Watts Towers built by Simon Rodia comprise **DCA's Watts Towers Campus** providing quality arts education and programming to the Watts community. DCA and the Friends of Watts Towers Arts Center are pleased to present the ***30th Annual Watts Towers Day of the Drum Festival*** and the ***35th Annual Simon Rodia Watts Towers Jazz Festival***.

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