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***** MEDIA ADVISORY FOR MARCH 3 AT 8:30 AM *****

CicLAVia to Launch 2019 Season with *Culver City Meets Mar Vista + Palms* Event Presented by Metro on Sunday, Rain or Shine

Biggest CicLAVia season ever will get underway with one of the most popular routes

Morning kick-off ceremony with local leaders and community members will celebrate the opening of streets for the 29th CicLAVia and preview an exciting season of growth ahead

LOS ANGELES – Rain or shine, CicLAVia will launch its big 2019 season on Sunday, March 3 with [***Culver City Meets Mar Vista + Palms, presented by Metro***](#). In a return to Culver City and Mar Vista, the 29th CicLAVia kicks off a season with events planned every other month and visits to many communities for the first time.

CicLAVia will hold a kick-off celebration with organizational leaders, community partners, local officials, and participants. Metro will announce the launch of its popular bike share program to Westside communities as well as the availability of new Smart Bikes for Westside riders. **Members of the media are encouraged to attend.**

Details for the morning kickoff event are as follows:

WHO:

Hon. **Eric Garcetti**, Los Angeles Mayor (invited)
Hon. **Thomas Aujero Small**, Culver City Mayor
Hon. **Meghan Sahli-Wells**, Culver City Vice Mayor
Hon. **Paul Koretz**, Los Angeles City Councilmember
Ron Galperin, Los Angeles City Controller
Seleta Reynolds, Los Angeles Department of Transportation (LADOT)
General Manager
Romel Pascual, CicLAVia Executive Director
Stephanie Ramirez, Associate State Director of Advocacy for AARP
California

WHAT: CicLAVia celebrates the start of *Culver City Meets Mar Vista + Palms* and the kick-off to a season of growth and new shared adventures.

WHEN: Sunday, March 3, 2019

Kick-off Ceremony: 8:30 a.m.

Event: 9 a.m. to 4 p.m.

WHERE: Corner of Main St. and Culver Blvd. in Culver City
(approximate address: 3850 Main Street, Culver City, CA 90232)

VISUALS:

Views of Downtown Culver City
Culver CityBus
AARP pedicabs
New Metro Bike Share Stations throughout the Open Streets route
New Metro Smart Bikes

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BACKGROUND ON CULVER CITY MEETS MAR VISTA + PALMS: Presented by Metro, the event's route offers 6.5 miles of car-free streets for people to bike, skate, walk, skip, run, play and smile from 9am to 4pm. The route has five hubs -- Arts District, Downtown Culver City, Palms, Mar Vista, and Washington West -- where people can enjoy art, music, games and giveaways. There will also be free pedicabs and play zones featuring vintage board games as part of a partnership with AARP in Los Angeles and CicLAvia.

For a full list of activities available along the route, click [HERE](#) or visit ciclavia.org.

There is no starting point or finish line; participants can start and end anywhere they want. Participants are welcome to use any form of non-motorized transportation and all ages are encouraged to attend.

CICLAVIA 2019 SEASON PREVIEW: CicLAvia enters its biggest season yet, with events planned every other month. Among the most events it has ever held in a single year, CicLAvia plans to bring the beloved car-free streets tradition to many communities for the first time, including Mid-City, Thai Town, West Hollywood, East Hollywood, Reseda, Winnetka, Canoga Park. It will also make its annual return to its original route, *Heart of LA*. By season's end, CicLAvia will have also reached a milestone 35 events since 2010.

Since the inaugural CicLAvia event on October 10, 2010, over 1.6 million people have explored nearly 200 miles of car-free streets at CicLAvias. Approaching a decade old, CicLAvia is now woven into the fabric of Los Angeles and looks to bring the region even closer and introduce even more communities to the joy of being together in open streets.

Top line impacts of CicLAvia include:

- More than 40% of attendees would be at home if not for CicLAvia.
- More than 50% of attendees would be inactive if not for CicLAvia.
- Every route has a different audience, with 40% new attendees at each CicLAvia.
- Local businesses along CicLAvia routes see sales increase by as much as 57%.

- Improved air quality: Particulate Matter 2.5 micrometers and smaller is cut by 49% on the route.

About CicLAvia

CicLAvia is a 501 (c) 3 nonprofit organization. CicLAvia catalyzes vibrant public spaces, active transportation and good health through car-free streets. CicLAvia engages with people to transform our relationship with our communities and with each other. CicLAvia is an innovative model for creating new public space and enriching civic life.

About Metro

The Los Angeles County Metropolitan Transportation Authority (Metro) is unique among the nation's transportation agencies. Created in 1993, Metro is a multimodal transportation agency that transports about 1.3 million passengers daily on a fleet of 2,200 clean air buses and six rail lines. The agency also oversees bus, rail, highway and other mobility-related building projects and leads transportation planning and programming for Los Angeles County.

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