



FOR IMMEDIATE RELEASE

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Photos: <https://www.flickr.com/photos/laciclavia/sets/with/72157656013962875>

CicLAVia – Heart of LA
Presented by Metro

~ Returns to Downtown LA and Surrounding Neighborhoods ~

**Celebrating Over a Decade of Open Streets with
Six Miles Each Way of Open Streets**

Sunday, October 10, 2021; 9am - 4pm

WHAT:

On **Sunday, October 10**, between 9 a.m. – 4 p.m., **CicLAVia** returns to DTLA and surrounding neighborhoods for a birthday event celebrating over a decade of open streets. Presented by Metro, the public will enjoy a six-mile (each way) route connecting MacArthur Park, Downtown, Chinatown, and East LA to Mariachi Plaza of open streets at **CicLAVia–Heart of LA**. Bike, skate, run, walk, skateboard, and spectate; people of all ages and abilities are welcome. *CicLAVia* is a **free**, open event – show up anywhere along our route at any time, and have fun!

CicLAVia Sundays are back with open streets events. *CicLAVia* is where joy meets purpose, restoring comfort to the community and reminds us of the value of public spaces for all. *CicLAVia* reinforces what matters most to us – connection with each other and with our communities. Whether one bikes, walks, strolls, skates, or jogs, we create more incredible moments and experiences enjoying our city streets together. Inspired by Bogotá's weekly *ciclovía*, *CicLAVia* temporarily closes streets to car traffic and opens them to Angelenos to use as a public park.

Looking for a fun way to explore the route? Use the **Pokemon Go** or **Harry Potter: Wizards Unite** apps to discover special in-game locations and explore the local community. Also, be sure to celebrate by visiting CicLAVia's Birthday Dessert Pop-ups at either Phoenix Bakery (Chinatown), Uli's Gelato (DTLA), Café Dulce (Little Tokyo), or La Soledad Bakery (East L.A.) to purchase a special CicLAVia birthday treat and receive a limited edition CicLAVia Button on October 10th only.

All Hubs will have restrooms, bike repair, free water, food trucks, first aid and bike parking brought to you by Amazon. Catch a free pedicab ride at any hub. Pedicab stops are near the info booth at each hub. Metro Bikes will be available on a first-come, first-served basis.

As always, CicLAVia follows LA County Department of Public Health guidelines requiring all guests two years of age or older to wear masks at all times when not actively eating or drinking. If you forgot your mask,

CicLAvia will have complimentary disposable masks available at Info Booths, and CicLAvia branded masks for sale.

CicLAvia Heart of LA Highlights:

- **MacArthur Park Hub** – Visit the L.A. Zoo, REI, and Spin Booths, and Shared Harvest will be holding a vaccine pop-up.
- **Civic Center Hub** – Check out the custom CicLAvia ‘10/10: Celebrate the Streets’ mobile, modular interactive collage installation, featuring neighborhoods from past routes and celebrating L.A.’s biggest ‘block party’ Created by Designing in Color (DCo), the award-winning collective of architects and designers of culture with a mission to diversify the way architecture is taught and practiced to amplify marginalized communities. Sign up for a free LA Public Library Card and enjoy strolling puppeteers from Bob Baker Marionet Theatre.
- **Chinatown Hub** – Visit the LA Phil booth, and the LACMA booth to learn about the Obama Portraits Tour and Black American Portraits exhibitions and pick up an art kit and the LA Phil. The Chinatown Business Improvement District offers ping and other games and encourages attendees to visit the many Chinatown local eateries.
- **Mariachi Plaza Hub** – Visit the Boyle Heights Community Market for lunch and fresh produce as well as Musical performances at the Bandshell, and be sure to stop at the Las Fotos Project photo booth. There is a vaccination booth and the CHP provides free kids helmets while supplies last.

WHO:

Free for all, *CicLAvia* connects communities to each other across an expansive city, creating a safe place to bike, walk, skate, roll, and dance through Los Angeles County. *CicLAvia* is a 501(c)(3) non-profit that 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.

WHERE, HOW and WHEN:

- **Heart of L.A., Sunday, October 10; CicLAvia’s 11th Anniversary Celebration**
- *CicLAvia* is a **free**, open event – show up anywhere along our route at any time, and have fun!
- **Street Route: MacArthur Park Hub** via W 7th St to Broadway–DTLA **Civic Center Hub**; to N Broadway to **Chinatown Hub**; and W 1st St to Central Ave to E 4th St to Boyle Ave to E 1st St, **Mariachi Plaza Hub**



FOR MORE INFO:

- Visit https://www.ciclaviala.org/heart_of_la21 or <https://www.ciclaviala.org/> for more detailed information
- <https://www.facebook.com/ciclaviala>
- <https://twitter.com/ciclaviala>
- <https://www.instagram.com/ciclaviala/>
- <https://www.youtube.com/c/CicLAviaLA>

The latest *CicLAvia at a Glance* fact sheet is below which includes the measurable impact CicLAvia has had these past 11 years. You may also find this CicLAvia video of interest:

<https://www.youtube.com/watch?v=1R0jKthJefM>. A *CicLAvia Heart of LA* Map is pasted above and attached.

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Fact Sheet: CicLAvia's eleven years of catalyzing vibrant public spaces, active transportation and good health through car-free streets

The first CicLAvia event took place on October 10, 2010, with a stretch of open streets from East Hollywood through downtown L.A. into Boyle Heights. More than 100,000 Angelenos turned out with people-powered transportation (bicycles, walking, skateboarding, scooters, running, pedicabs, etc.), exceeding expectations.

Inspired by the Bogotá, Colombia's *ciclovía* events that started 45 years ago, CicLAvia began as a grassroots initiative by individuals who recognized that Open Streets events could address active transportation, urban land use, and public health needs in L.A.

- **Eleven years and 35 CicLAvia Sundays later**, more than **1.8 million people** (averaging 53,000 participants at each event) have explored nearly **226 miles** of open streets in L.A. County. Each CicLAvia route is 6-8 times larger than the median size of L.A.'s existing public parks.

- Attendees come from both the host neighborhoods – and all over L.A. and beyond – to share and enjoy the day. CicLAvia builds a unifying social fabric connecting neighborhoods and neighbors to each other through a spirit of play and exploration.

- CicLAvia is free, fun and inclusive. Neighbors, families and new friends can more intimately explore neighborhoods, historic sites, and hidden gems along with food, shopping and educational resources available along each route.

- For those participating with children, CicLAvia is an opportunity to get exercise, explore the city, have fun, to bike and walk in a safe environment without traffic, and to simply get their children outside, as well as enjoying the activities our many sponsors offer.

- CicLAvia has allowed L.A. to imagine what air quality, mobility and public health would be like via car-free Open Streets events. CicLAvia routes change every other month creating greater equity for L.A.'s most park-poor communities – extending its reach and impact beyond any one community.

- By locating routes near public transportation, a broad range of local communities can easily participate. CicLAvia entices people to go places they never visited or always wanted to. Metro ridership increases 30% during CicLAvia, with some riders taking trains and buses for the first time. CicLAvia happens *with* communities

not *to* communities. All routes, whether unique or recurring, are designed, planned, and implemented in partnership with local communities.

- CicLAvia's participants mirror L.A.'s demographics. They come from 75% of City of L.A. zip codes, and 50% of LA County zip codes. In a region that has at times struggled for harmony, CicLAvia creates a joyous, shared urban forum. Everyone is welcome... even dogs. Attendees start wherever they want along the route and enjoy as long as they like.

- These well-coordinated days are due to the hundreds of volunteers who work alongside public safety workers to close streets to cars and open them to celebratory fun. By design, CicLAvia routes traverse the centerpiece boulevards that distinguish LA's many unique neighborhoods.

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