

## **For Immediate Release**

**Contacts:** Mindy Rosen  
Los Angeles DCBID  
213.624.2146

Jennifer Levy  
Fleishman-Hillard  
213.489.8271, 310-918-4313 (mobile)

## **TOP-TEN REASONS TO PLAY IN DOWNTOWN LA THIS HOLIDAY SEASON**

### **From Ice Skating to Art to Jewelry to Music - DCBID Offers an Unparalleled List of Holiday Activities to Kick-off the Season Just Right**

**Los Angeles (December 3, 2003)** – 'Tis the Season in Downtown Los Angeles! The Downtown Center Business Improvement District (DCBID) provides ten reasons to celebrate the holidays in Downtown Los Angeles this year. Downtown LA is the only place in the city where both Angelenos and tourists alike can find culture, music, snow, history, discount jewelry and New Year's Eve celebrations – all in one convenient location. DCBID offers the following recommendations to help bring in the holiday cheer for 2003.

- 1. The Jewelry District:** Like the old saying goes, “a diamond is a girl’s best friend” - diamonds and all types of jewelry are particularly loved as gifts for the holidays. Imagine 3,000 stores in one area allowing shoppers to find the perfect piece of jewelry for an affordable price – that’s the Downtown LA Jewelry District. The District provides the widest selection of quality jewelry at discounts from 40-70 percent. Located on Hill Street between 5<sup>th</sup> and 8<sup>th</sup> streets, [www.lajewelrydistrict.com](http://www.lajewelrydistrict.com).
- 2. Ice Skating and Snow in Pershing Square:** Who says you can’t have snow and ice in Los Angeles? The holiday fun has already started for ice-skating enthusiasts with the “Downtown on Ice” rink located in Pershing Square. Plus, on December 6<sup>th</sup> from 11 a.m. – 3 p.m., DCBID and the Los Angeles Department of Recreation and Parks present “Snow Zone,” a free, festive event at Pershing Square that brings 15 tons of snow, arts and crafts and live performances to families of all ages. Located on 5<sup>th</sup> and Olive streets, [www.downtownla.com](http://www.downtownla.com).
- 3. Audio Tour at the Walt Disney Concert Hall:** To gain the ultimate Walt Disney Concert Hall experience during the holidays, the venue has introduced a new 45-minute, self-guided audio tour to provide an in-depth exploration of the Hall. Narrated by Emmy and Tony Award winning actor John Lithgow, the tour takes visitors through the project's history from conception to fruition. Tickets available at the Hall’s box office or at Ticket Master. Located on 111 S. Grand Ave, [www.musiccenter.org](http://www.musiccenter.org).
- 4. MOCA Exhibit on Frank Gehry:** Best known for designing the Walt Disney Concert Hall and the Guggenheim Bilbao, Frank Gehry has created legendary buildings throughout Los Angeles. Through January 26<sup>th</sup>, visitors can learn more about this architectural genius at an exhibit at The Museum of Contemporary Art (MOCA) through his sketches, photographs, study models and final design models. Located on 250 South Grand Avenue, [www.moca.org](http://www.moca.org).
- 5. The Purple Patrol:** Residents won’t find ambassadors at their local mall! The DCBID formed the Purple Patrol – a team of 70 maintenance, safety and customer service guides dressed in purple uniforms, to ensure effective customer service in the Downtown area during the holidays and all other times of the year, [www.downtownla.com](http://www.downtownla.com).

-more-

6. **Treasures from National Archives:** Attention all history buffs! The Los Angeles Central Library is showcasing “American Originals: Treasures from the National Archives,” a free exhibit showcasing extraordinary documents from the course of American history. The exhibition features 25 documents, many of which have never traveled outside of Washington D.C. Although this exhibit is on display through January 4, the Emancipation Proclamation will only be available for viewing December 5 – 8. Located on 630 W. Fifth Street, [www.lapl.org](http://www.lapl.org).
7. **LA Phil Store:** Art and music lovers can shop ‘till they drop at the LA Phil Store located in the Walt Disney Concert Hall. The store features a variety of creative holiday gifts, including recorded music, books, custom designed clothing, souvenirs, jewelry, stationary and watches designed by famed architect Frank Gehry. Located on 111 S. Grand Ave., [www.laphil.org](http://www.laphil.org).
8. **REDCAT Theater:** Want to add some artistic culture to your eggnog? The Roy and Edna Disney/CalArts Theater (REDCAT) is a unique forum for new, cutting edge performances, screenings and exhibitions performed by notable and emerging artists. The REDCAT Theater is located in the Walt Disney Concert Hall. Tickets can be purchased at the REDCAT box office or by calling 213.237.2800. Located at 631 W. 2<sup>nd</sup> Street, [www.redcatweb.org](http://www.redcatweb.org).
9. **The Downtown DASH:** You know Dasher and Dancer and Prancer and Vixen, but do you know Downtown LA’s very own “dasher?” The DASH is Downtown LA’s comprehensive bus system. Just as Dasher helps Santa get to his destinations, the DASH helps visitors get to theirs for only a quarter. For additional information on the DASH visit [www.ladottransit.com](http://www.ladottransit.com).
10. **Legends Rock – New Year’s Eve:** Rock into the new year with live music on outdoor stages, fireworks and much more on Grand Avenue and First Street near the Music Center. 7p.m. to 1:30 a.m. \$25. 21 and over. For additional information contact 800.228.3469 or visit [www.legendsrock.com](http://www.legendsrock.com).

#### **About the Downtown Center Business Improvement District**

The DCBID is a coalition of property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. Nearly 480 property owners provide funds to the district via a special voluntary tax assessment, which finances this outreach program. For more information, please visit the DCBID Web site at [www.downtownla.com](http://www.downtownla.com).

# # #