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**Quincy Jones and the Downtown Center Business Improvement District
Unite to Count Down to First Annual “Legends of Los Angeles Pop” Event**

**The Downtown Center Business Improvement District’s “Legends of Los Angeles Pop”
New Year’s Eve Celebration to Benefit the Quincy Jones Listen Up Foundation**

Los Angeles (July 11, 2003) – The Downtown Center Business Improvement District (DCBID) is proud to announce the Quincy Jones Listen Up Foundation as the benefiting charity for the first annual “Legends of Los Angeles Pop” News Year’s Eve Celebration in Downtown Los Angeles. A portion of the event’s admission will go to the Quincy Jones Listen Up Foundation, which supports programs that meet the critical healthcare needs of children. As yet another element to showcase the revitalization of Downtown L.A., the “Legends of Los Angeles Pop” event, still in the planning stages, will launch L.A.’s inaugural New Year’s Eve countdown in a picturesque setting surrounded by the Music Center, Walt Disney Concert Hall and Los Angeles City Hall.

“We are honored that the Quincy Jones Listen Up Foundation has chosen the “Legends of Los Angeles Pop” New Year’s Eve Celebration to raise awareness for and benefit their organization,” says Carol Schatz, president and CEO of the Downtown Center BID. “The partnership between DCBID and the Quincy Jones Listen Up Foundation is a perfect fit because we both share the passion for improving the quality of life in our communities and together we can help provide for the future of our neighborhoods – the children. The Quincy Jones Listen Up Foundation already has a primary interest in communities surrounding Downtown L.A. and this event will generate renewed consciousness for those areas in need.”

The “Legends of Los Angeles Pop” Celebration will include celebrities and musicians that hold a special place in the hearts of people across L.A. and Southern California. Popular musicians of the 50s, 60s, and 70s, appealing especially to the baby-boomer generation, will provide the evening’s entertainment. Partygoers will dine on a variety of delectable foods, sip on local wines or stop by the beer garden as they anticipate the special “only in L.A.” way of ringing in the New Year!

Currently, the Quincy Jones Listen Up Foundation is focused on advancing the use of telehealth – the use of electronic communication technologies to allow health care providers in one location to offer services to health care providers at another location – to improve children’s health domestically and worldwide. Around the world millions of children die each year as the result of treatable infectious diseases, correctable malnutrition, weakened immune systems, and an appalling lack of basic healthcare and education resources. The Quincy Jones Listen Up Foundation has identified that access is the problem and telehealth may potentially be the solution.

The Quincy Jones Listen Up Foundation was founded in 1990 and awards grants to individuals and groups that support its mission and belief that every child deserves an equal opportunity to grow to their full potential. As one of the world’s preeminent entrepreneurs, humanitarians and record producers, Quincy Jones is proof that we are only limited by our imaginations. Born into poverty and raised in a broken and dysfunctional home, the life of Quincy Jones is not only one of the great American success stories but also evidence that one can overcome obstacles of color and class through perseverance, determination and hard work. The Quincy Jones Listen Up Foundation’s Board of Directors also includes Marilyn Bergman, Clint Eastwood, Gloria Estefan, Richard Parsons, Courtney Ross Holst, and Attallah Shabazz.

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.

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