

## **For Immediate Release**

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## **The Downtown Center Business Improvement District Creates a Holiday Winter Wonderland in Downtown LA with “Snow Zone”**

**DCBID and the Los Angeles Department of Recreation and Parks Bring Ice Skating, Snow, Live Performances and Holiday Cheer to Downtown LA on December 6, 2003**

**Los Angeles (November 19, 2003)** – Who says it never snows in Los Angeles? The Downtown Center Business Improvement District (DCBID) and the Los Angeles Department of Recreation and Parks present “Snow Zone,” a fun, festive event giving kids of all ages the benefits of the winter holiday season for FREE - even in the warm Southern California climate. Families can look forward to ice skating, snow, arts and crafts, a live performance from music artist Melissa Schuman, and a live remote with Radio Disney on Saturday, December 6<sup>th</sup> from 11 a.m. to 3 p.m. in Downtown LA’s Pershing Square (5<sup>th</sup> and Olive).

“Snow Zone” is free of charge to the public and will provide 15 tons of snow to play in, virtual snow games, arts and crafts, and prize giveaways. Although attending the event is free, ice skating is only \$6 a session and \$2 for skate rentals. Some of Radio Disney’s favorite DJs will be broadcasting live during the festivities and will be hosting games, contests and prizes for all attendees. Plus, actress and teen music sensation, Melissa Schuman, will be performing live at “Snow Zone” at 3 p.m and will do a “meet and greet” following the show. Schuman, who topped Billboard charts with her former music group “Dream,” is preparing to debut her first solo album in 2004, and has been featured in several movies, including a co-starring role in the upcoming film *Love Don’t Cost a Thing*.

“The holiday season never seems complete without snowmen and ice skates,” said Carol Schatz, president and CEO of the DCBID. “‘Snow Zone’ is the ideal event to bring the holiday spirit to the entire community. We thank the LA Department of Recreation and Parks for their support in giving families the complete holiday experience in Downtown Los Angeles.”

“Snow Zone” at Pershing Square is easily accessible via the Golden State 5, Hollywood 101 and Harbor 110 freeways, by bus (5<sup>th</sup> & Olive) or the Metro Red Line (Pershing Square Station at Hill Street). For more event information, visit [www.downtownla.com](http://www.downtownla.com) or call the Downtown Center BID at (213) 624-2146.

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**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).

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