



MEDIA ADVISORY

2,000 CITIZENS MOBILIZE TO CLEAN UP L.A. RIVER
Diverse community groups join forces to restore urban oasis, share cultures

Saturday, June 14, 8:45 a.m.

WHAT: An ethnically diverse group of 2,000 volunteers unites to clean up the soft-bottomed Glendale Narrows section of the Los Angeles River. Southland community groups Heal the Bay, the Pacific American Volunteer Assn., the NAACP and Anahuak Soccer Assn. come together for a day of hands-on environmental stewardship and cross-cultural connection.

WHERE: Griffith Park Recreation Center
3401 Riverside Drive
Los Angeles, CA 90027

WHEN: Saturday, June 14, 8:45-11:30 a.m.

WHO: Honorable Eric Garcetti, President, Los Angeles City Council
Dr. Mark Gold, President, Heal the Bay
Tiger Kang, President, Pacific American Volunteers Assn.
Dr. Geraldine Washington, President, Los Angeles Chapter of the NAACP
Raul Macias, President, Anahuak Soccer Assn.

Photo opportunities:

- A multicultural citizens' army spreading out over miles of river to remove debris
- Volunteers enjoying supplied Korean BBQ after clean up
- Unique flora and fauna in little known soft-bottomed river section

WHY: The L.A. River is something we all have in common. Only if all communities work together will be able to restore and revitalize California's natural settings. The Los Angeles River faces threats from trash, pollution and overdevelopment. The willow-filled Narrows section is home to several animal species. It has become a community hub, serving as an oasis of tranquility in an otherwise urbanized setting of concrete and traffic noise.

MORE: All community members invited to participate. No experience or special tools required. Bring hat, sunscreen and drinking water. Instructions in English, Spanish and Korean.

CONTACTS: Matthew King, Heal the Bay, (310) 451-1500; Tiger Kang, PAVA, (213) 252-8290; x137; Vic Bulluck, NAACP, (323) 938-5268; Miguel Luna, Anahuak Soccer Assn., (818) 568-9139