Cirque du Soleil®
Performer

1953 Cadillac from The Petersen
Automotive Museum

Legendary LA Band Ozomatli

Dinosaurs at
The Natural History Museum

BROADCAST/MEDIA CALL

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FOURTH ANNUAL *DISCOVER THE ARTS IN LOS ANGELES* MAKES THE ARTS ACCESSIBLE TO ALL, PRESENTED BY WELLS FARGO

Press Conference to be held at the Music Center's Walt Disney Concert Hall on Tuesday, January 31, 2012, 11:30 a.m.-12:30 p.m.

Program features a special performance by Ozomatli
Los Angeles Chamber Orchestra's "Play Me, I'm Yours" and
Prodigies from the Colburn School of Music

WHAT: Los Angeles, CA—Discover the Arts in Los Angeles, the longest running and largest arts campaign in the City, will launch its three-month campaign with a press conference on Tuesday, January 31, 2012 from 11:30 a.m.-12:30 p.m. on the steps of Music Center's iconic Walt Disney Concert Hall, 151 South Grand Avenue, Los Angeles, CA 90012.

The Honorable Mayor Antonio Villaraigosa will speak about the importance of the arts to LA's cultural and economic life at Los Angeles Arts Month's capstone celebration.

Now in its fourth year, the Wells Fargo-sponsored Discover the Arts program offers discounts of up to 50% off on admissions, gift store items and more at 50 cultural institutions across Los Angeles. The City's longest and largest arts campaign is to make the arts accessible to all.

WHEN: Tuesday, January 31, 2012, 11:30 am-12:30 pm

RSVP: Beth Brett, Director of Communications, LA INC.
bbrett@lainc.com.us (W): 213.236.2397 (C): 310.850.2701

WHERE: The Music Center's Disney Hall, 151 South Grand Avenue, Los Angeles, CA 90012

PROGRAM:

- A performance by **Ozomatli,** the celebrated Los Angeles culture mashers, known for making music that will take you around the world by taking you around L.A.

- **The reveal of the Los Angeles Chamber Orchestra's** artist-decorated piano will preview the April launch of artist Luke Jerram's art installation, "**Play Me, I'm Yours**," where thirty decorated pianos will be installed throughout Los Angeles transforming standard public spaces into exciting performance venues.

- **The Colburn School of Music's Brass Ensemble** also takes the stage to showcase their musical talent.

- A life-size, life-like **dinosaur puppet** from the **Natural History Museum's** popular *Dinosaur Encounters* will perform live.

- **Cirque du Soleil®'s experiential truck** will be onsite for attendees to receive free giveaways and gifts and create customized flipbooks against the backdrop from the popular, *IRIS: A Journey Through the World of Cinema*™ at the Kodak Theatre.

- **The Wells Fargo History Museum's** mobile museum will be onsite to transport press conference attendees back in time to the Wild West.

- **The Petersen Automotive Museum** will be at the event with a unique 1953 Cadillac originally owned by Hollywood starlet Rita Hayworth. One of only two built in Italy by Ghia, the vehicle will be featured in the upcoming exhibit, *Sculpture In Motion: Masterpieces Of Italian Design*, which opens at the Petersen on February 25.

INTERVIEWS:

Interviews with speakers Mark Liberman, President and CEO, LA INC.; Stephen Rountree, President and CEO, The Music Center; Jonathan Weedman, Senior Vice President, the Wells Fargo Foundation; and Olga Garay, Executive Director of the City of Los Angeles Department of Cultural Affairs are available upon request.

LA INC. The Los Angeles Convention and Visitors Bureau

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