

## **The Friends of the Levitt Pavilion – MacArthur Park 2010 Fact Sheet**

### **Overview**

The Friends of the Levitt Pavilion – MacArthur Park (The Friends) is a non-profit organization founded to restore the historic band shell in MacArthur Park. It is committed to unifying the community, celebrating diversity, inspiring youth, and enriching lives through presenting an annual summer concert season of 50 performances featuring entertainment of the highest artistic caliber, free of charge. The historic band shell, which stood dormant for nearly a decade, has been transformed into the Levitt Pavilion for the Performing Arts. Nothing provides a better focus for an urban population than a free summer concert series, a fact that is being beautifully illustrated by MacArthur Park's historic Levitt Pavilion for the Performing Arts. Located just west of downtown Los Angeles, the park's outdoor pavilion is hosting a lineup of widely eclectic entertainment – from international and roots music concerts to dance performances to children's productions – four evenings a week as the sun sets and stars come out. This revived treasure has brought the magic back to MacArthur Park and the concert series has nearly tripled in size since its launch last in 2007.

### **Programming/Artists**

- 50 free, family-oriented, evening concerts presented at the Levitt Pavilion at MacArthur Park from July 7 through September 12
- Musicians, dancers and children's entertainment to include culturally diverse entertainment from 20 countries, Grammy artists, world musicians, critically-acclaimed performers, and emerging local artists such as the exquisite dance and drumming of Silk and Thunder and Yerak, Pete Escovedo Orchestra, Salaam Ensemble and his multi-national sounds, Filipina jazz chanteuse Charmaine Clamor, and indie rock group Los Hollywood.
- Themed nights include World Music (Thursdays), Latin Music (Fridays), Night Rhythms (Saturdays), Children's Shows (Sunday afternoons), and We Are LA (Sunday evenings)
- A state-of-the-art sound system ensures concerts of the highest production quality

### **Location/Audience**

- Over 50,000 people are anticipated to attend the 2010 summer concert season at the Levitt Pavilion
- The Levitt Pavilion is located at MacArthur Park in the Westlake District, the most densely populated community in Los Angeles with approximately 115,000 residents within 3.2 square miles
- MacArthur Park boasts a crime rate below the citywide average, with zero crime related incidents occurring at the 2007 summer concerts at the Levitt Pavilion
- MacArthur Park is just west of the heart of downtown Los Angeles, attracting concert goers from the business community and new downtown residents
- MacArthur Park is a transit hub for thousands of Westlake residents, with the adjacent Metro Red Line station and numerous bus lines
- Nearby communities are some of the most popular neighborhoods in Los Angeles including Koreatown on the west border, Silver Lake on the north border, and Echo Park on the northeast border

### **The Friends of the Levitt Pavilion – MacArthur Park**

- The Friends is comprised of community and business leaders whose goal is to sustain the Levitt Pavilion through corporate and individual giving.

- A public/private and community endeavor, The Friends has significant partnerships with the City of Los Angeles and the Mortimer Levitt Foundation and is continually building relationships with community-based organizations, neighborhood associations, and local schools and businesses.
- For additional information on The Friends, please contact Cynthia Carrasco, Executive Director, The Friends of the Levitt Pavilion – MacArthur Park, at (213) 384-5701 or [cynthia@levittla.org](mailto:cynthia@levittla.org).