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PRESS RELEASE

FOR IMMEDIATE RELEASE
October 31, 2007

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**COUNCILMEMBER JOSE HUIZAR HOSTS SECOND ANNUAL
“NIGHTMARE ON FIRST STREET”**

LOS ANGELES, Oct. 31, 2007 – Councilmember José Huizar, District 14, hosted the second annual “Nightmare on First Street” in Boyle Heights, billed as the largest and scariest Halloween block party in Los Angeles. The event attracted thousands of families from areas surrounding East Los Angeles. The event drew generous support from sponsors General Mills Inc., El Centro de Ayuda, the Roybal Youth & Family Center and SCE Credit Union.

“The families of our community have been waiting for an event like this for years, and they all had a frightfully great time,” said Councilmember José Huizar. “Thanks to the public-private partnership we created with General Mills, the event made Halloween safe and left a huge smile in the faces of thousands of local children.”

The Roybal Youth & Family Center’s lower floor was turned into a gigantic haunted house for children to enjoy. Celebrities of the stature of Lisa Edelstein, of Emmy Award-winning “House” fame; Dodger legend Bobbie “Bebo” Castillo; fashion designer to the stars Alicia Lawhon; the cast and creators of Nickelodeon’s “El Tigre” cartoon adventures, members of the Chivas USA soccer team, USC Football players as well as a troupe of magicians from Hollywood’s exclusive Magic Castle, among others attended the event.

The event featured a costume contest, judged by the celebrities, whom also read ghost stories to the children. In addition, celebrity designer Lawhon donated a one-of-a-kind Halloween couture ensemble for the occasion, which was raffled among attendees, and matched by General Mills with a \$5,000 cash donation to the Roybal Center.

“We truly wanted to bring Halloween alive for the community,” said General Mills Hispanic Marketing Manager and *Que Rica Vida* Magazine Editor Ursula Mejia-Melgar. “Our research has shown that about 15 per cent of Latinos – approximately six million people – are unfamiliar with traditional American holidays, such as Halloween and Thanksgiving. We wanted to help change that as a way of helping to improve their lives, and we can’t thank these celebrities enough for volunteering their time.”

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