

March 9, 2011

MEDIA ADVISORY**CITY OFFICIALS MARK START OF LA RIVER GREENWAY PROJECT**

WHAT:	Groundbreaking ceremony to mark start of construction of the LA River Greenway and Street Resurfacing Project in the West Valley.
WHO:	Dennis P. Zine , Third District Los Angeles City Councilmember Deborah Weintraub , Chief Deputy City Engineer John L.Reamer, Jr. , Inspector of Public Works Michelle Mowery , LADOT Bike Program Laurie Heller , Natural Resources Agency Shelly Backlar , Executive Director—Friends of the LA River Joe Linton , LA River Advocate, L.A. Creek Freak
WHY:	To break ground on the LA River Greenway Project—a two-mile bikeway and parkway along the River’s south bank between Vanalden Avenue and Mason Avenue that runs through the communities of Winnetka and Reseda. The project features habitat landscaping, stormwater quality improvements, solar lighting, retaining walls, metal railings and resting areas with benches and fountains. The project also calls for resurfacing Tampa Avenue and Winnetka Avenue between Victory Boulevard and Vanowen Street.
WHEN:	Date: Thursday, March 10, 2011 Time: 2:30 p.m.
WHERE:	Intersection of Victory Boulevard and Tampa Avenue—near pedestrian bridge over the LA River.
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