



MEDIA ADVISORY - FOR IMMEDIATE RELEASE – Tuesday, October 18, 2016

VALLEY GROUPS UNITE FOR LA2050 GRANT PROPOSAL: LIT

LOS ANGELES—The Goldhirsh Foundation is providing LA2050 Grants of up to \$100,000 for proposals that create the City of our future. More than a dozen San Fernando Valley organizations have united to apply.

In their “LIT” proposal, San Fernando Valley youth will be engaged in STEM-driven coding training that produces a requested community outcome - more lighting and art and cultural events on Reseda Blvd. Students from the local Devonshire PALS Center for at-risk youth, will receive training and mentorship from Light Riders, a San Fernando Valley-based event lighting design partnership.

"LIT will quite literally shine a light on the rich culture of the San Fernando Valley, giving the diverse residents, businesses and visitors an opportunity to proudly celebrate a unique past, in the present, while building the community of their future," said Councilmember Mitchell Englander.

The Light Riders will train the PALS kids to create and activate custom event lighting that will be programmed to correlate with music generated by 8 live DJ sets over the course of a 5-hour block party event. The training will meet the Visual and Performing Arts (VAPA) content standards and provide technical education and workforce training geared toward the entertainment and event industries, including professional mentorship.

LIT will feature various curated art shows, interactive dance demonstrations by Strife TV, a Valley Relics-curated light installation featuring the light-up signs of the San Fernando Valley’s past, children’s art activities directed by the Museum of the San Fernando Valley and will showcase Valley food and beverage vendors, local artisans and the corridor’s businesses.

There is a competitive voting component to the LA 2050 Grants Challenge. **Voting to support the LIT proposal can be done here: <https://challenge.la2050.org/entry/lit-is-a-community-block-party-with-curated-lights-and-music-featuring-local-sfv-talent>**

WHO:

Office of Los Angeles City Councilmember Mitchell Englander
Beats and Pieces LA
California State University, Northridge
Collective Lifestyle
Devonshire Police Activity League Supporters (PALS)
L.A. Great Streets Studio
Light Riders
Museum of the San Fernando Valley
Northridge Chamber of Commerce
Northridge South Neighborhood Council
Northridge Sparkle Campaign

Reload LA
Strife TV
San Fernando Valley Rescue Mission
Valley Relics

WHAT: San Fernando Valley Public and Private Sector Entities, including academia and non-profits have partnered to apply for the Goldhirsh Foundation's LA2050 Grant to bring \$100,000. to provide VAPA and coding training for local at-risk youth in support of community goals for more lighting and art and cultural events on Reseda Blvd.

WHEN: Voting period begins today, October 18, 2016 and goes through Tuesday, October 25, 2016.

WHERE: <https://challenge.la2050.org/entry/lit-is-a-community-block-party-with-curated-lights-and-music-featuring-local-sfv-talent>

Visit Reseda Blvd on [Facebook](#), [Twitter](#) and [Instagram](#).

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