



For Immediate Release:

August 22, 2012

**Los Angeles' Artistic Community Unites
In Response to Carmageddon II With
ARTmageddon
A Two-Day Citywide Art Party That Will Have LA Residents
Walking, Biking and Metro-ing to Art in Their Own Neighborhoods**

LOS ANGELES, CA – In response to Metro's recent announcement of Carmageddon II, a consortium of LA-based artists and arts organizations are uniting to create **ARTmageddon**, a two-day citywide celebration of the prolific and inspiring art happening all over Los Angeles. At www.ARTmageddonLA.com, Los Angeles residents can discover a comprehensive list of all the great visual, performing and media arts events happening on Saturday, September 29 and Sunday, September 30, 2012.

"Each week, arts patrons from across Los Angeles travel miles of freeway – over rivers, across canyons, and in rush hour traffic – at times, to experience art at their favorite theaters, museums and galleries," remarked project leaders **Diana Wyenn**, REDCAT's Marketing and Media Relations Manager, and **Ezra LeBank**, Theatre Arts Professor at CSU Long Beach. "Carmageddon II is the perfect opportunity to encourage Los Angelenos to leave their cars behind and experience performances, concerts, screenings, exhibitions and more, being created and presented in their own neighborhoods."

How It Works:

At www.ARTmageddonLA.com visitors will find extensive listings for art happening in their neighborhoods during the ARTmageddon weekend, including arts events that are accessible by public transportation. Leading up to ARTmageddon, artists, arts organizations, advocacy groups, and community partners across LA County – from Santa Monica to Pasadena, NoHo to Watts, and everywhere in between – are inviting Los Angeles residents to join the biggest art pARTy of the year – right outside their front doors. Utilizing new social media techniques and old-school word of mouth, the Los Angeles arts community is uniting to engage new audiences and cross-pollenate existing ones as we celebrate one of the greatest arts cities in the world.

Led by a collective of artists and professionals from arts organizations, ARTmageddon is an arts advocacy campaign made possible by a growing grass roots network of organizations large and small, in partnership with LA Stage Alliance, ForYourArt, Green Galactic, Experience LA, the City of Los Angeles Department of Cultural Affairs and Metro.

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For interviews with organizers and participants or additional information, please contact Lynn Tejada of Green Galactic at 213-840-1201 or lynn@greengalactic.com.