

MIRACLE MILE PLAYERS PRESENT 7TH ANNUAL TARFEST

JULY 20, 2009 – LOS ANGELES – The Miracle Mile Players will present Tarfest, a Miracle Mile District Festival event on September 25 – 27, 2009, supporting arts, culture and community.

This three-day event turns the one-mile historic stretch of Wilshire Boulevard into a site for cultural awareness and artistic discovery. Some of the nation's finest emerging artists, performers and cultural innovators come together to showcase their talents and ideas at notable venues on the historic Miracle Mile (Wilshire Boulevard between Sycamore Avenue and Fairfax Avenue). With most events free and open to the public, this indoor/outdoor, multi-venue festival features art exhibits, film screenings, music, and two runs on the historic Miracle Mile preceding an afternoon of arts programming at LACMA. Annually, as many as 150 artists and performers have displayed their talents for over 5,000 Angelenos of all ages.

According to the Executive Director of The Miracle Mile Players, James Panozzo, "The Miracle Mile Players is able to realize its mission and provide opportunities to emerging artists through unique partnerships with the business and arts communities. LACMA, the Los Angeles Art Association, the Korean Cultural Center, Councilmember Tom LaBonge, the Miracle Mile Chamber of Commerce and the Mid City West Community Council have all joined forces to create a truly special weekend in a unique neighborhood for the whole city to enjoy."

This year's top financial sponsors include local developers Genton/Barth and BRE Properties. Olympia Medical Center and popular retail destinations The Grove, The Beverly Center, The Beverly Connection and The Farmers Market have lent their support. Park LaBrea Apartments and Shoe Dazzle are among several other local and national supporters.

The **TarFest Art Exhibition** produced in collaboration with the Los Angeles Art Association begins with an Opening Reception on Friday, September 25th at 6 PM at the Korean Cultural Center. This year's Exhibition was juried by Rita Gonzalez, Curator, American Art, Los Angeles County Museum of Art. (LACMA). Ms Gonzalez assembled a world-class contemporary exhibition of twelve extraordinary artworks from over 500 submitted pieces. This exhibition is free to the public and runs through October 10th.

The **TarFest Film Festival** takes place at the Korean Cultural Center on Saturday, September 26th from 1 – 3pm in the Center's screening room at 5505 Wilshire Boulevard. This program is a co-production with local commercial, music video and experimental filmmakers and producers Ab5trax. The fifteen films and music videos for this two hour program are all under five minutes. This event is free to the public.

Saturday night, The El Rey Theatre plays host to the **TarFest Music Festival**. Multiple arts disciplines will be featured during as well as between sets as three dynamic bands blend the best elements of contemporary musical genres. Eddie Chacon and Sissy Sainte-Marie are *The Polyamorous Affair*. Their post modern disco and contemporary power pop will be accompanied by pianist DeJa Franciose's electronic fanfare along with the video mixing of Mr. Cocoon. Los Angeles based *ESKIMOHUNTER* expands on their densely layered shoegaze-pop sound by adding several video layers in and around themselves to explore

where sound and image converge at this very special performance. Headliner, *The Deadly Syndrome*, will be joined onstage by *Gooseberries* creator Sterling Andrews as she provides whimsical visual imagery combining painting and photography, digital and analog for our sensory delights. The Los Angeles Art Association will also present sculpture and installation art as the El Rey is transformed like never before. Special guests will offer more surprises. Doors open at 8pm and tickets are \$10.00 for this all-ages show which benefits local youth arts, athletic and leadership programs. Tickets can be purchased at the El Rey box office and on-line.

On Sunday, September 27th, **The Miracle Mile Grand Prix** consisting of a **Kids Run**, **The Miracle Mile 5K** and **The Miracle Mile Run** will take place on Wilshire Blvd. at Sycamore Ave. starting at 9am. June Collison, former Olympic runner and Olympia Medical Center, COO, will welcome runners at the start of the Wilshire Blvd. The Miracle Mile 5K consists of three loops on the same course. There is a \$1,000 purse for the top three male and female finishers with the best combined times for both races. The Kids Run is a 300 yard dash for children ten years and under that will begin at the La Brea Tar Pits. Please visit www.tarfest.com/run for more information.

This will be the second year that a portion of the proceeds from the Miracle Mile 5K, 1 Mile Run and the TarFest Music Festival will be used to support local youth arts, athletic and leadership programs. The LAPD Wilshire Division Explorers provide leadership and service opportunities for local youths in the Mid-City neighborhoods; the *Arts for NexGen* program at LACMA will purchase art supplies for free artist-led workshops at Andell Family Sundays, and Fairfax High School will be able to purchase much needed supplies and equipment for arts and athletic programs.

About Miracle Mile Players: The Miracle Mile Players is a 501C(3) not-for-profit corporation created in 2000 to produce manage and direct events, programs and services for the purpose of developing and improving the quality of life within the Miracle Mile District and throughout Los Angeles. Passionate about promoting the Miracle Mile District as an important nexus of both cultural and commercial activity, the Miracle Mile Players strives to engage a broad cross section of Angelenos in cultural and lifestyle events that enhance understanding and expression of self and one another.