

FOR IMMEDIATE RELEASE  
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## **Off Broadway LA | Art & Culture | Los Angeles | Monthly**

**Contemporary Cultural Consultants (CCC)** is pleased to announce the soft launch of **Off Broadway LA**, an exciting new cultural event designed for the Downtown area of the City of Los Angeles.

Off Broadway (Monthly) is a new concept that coordinates special programming with local theater houses, historic venues and cinema screening venues in the Historic Core and Broadway corridor of Downtown Los Angeles. The event will encourage the public to visit these facilities on this one day a month to receive significant discounts on plays, operas, live performances, art performances, theater and the cinematic arts. The venues will offer steep discounts with specials tailored to a new theater audience in order to introduce new patrons to the venues and the entertainment type. The main goal of this event is to help in the revitalization of Downtown and activate underutilized venues. The Event will center on the LATC (Los Angeles Theater Center) and will work in partnership with other locations, with LATC as the center of information. The event is planned to run on one night (Third Thursday) from 6pm-9pm, with all venues featured on a map and on a website. The new event will encourage the exploration of Downtown as a whole and will become an economic engine to keep the revitalization momentum in Downtown Los Angeles. This event will vary in cost, some programming will be free and most will be discounted, otherwise it will operate from fees collected and from sponsors.

Future Scheduled Off Broadway LA Dates/Times

2011 Schedule; March 17, April 21, May 19, June 16, July 21, August 18, September 15, October 20, November 17, December 15

**Contemporary Cultural Consultants (CCC)** and its managing partners Edgar Varela and Jay Lopez have long been associated with the conceptualizing, programming and execution of cultural events and carefully curating temporary galleries which both provide economic development for blighted areas and enrichment of culturally vibrant areas. CCC has established various advisory panels and artists to help execute specialty programming and public art installations for private and public entities.