



ARMENIAN YOUTH FEDERATION

ARF Youth Organization of the Western United States

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FOR IMMEDIATE RELEASE

East Hollywood Community Celebrates 10th Annual Little Armenia Beautification Project

HOLLYWOOD, CA— On March 8th, residents of East Hollywood will be greeted by sparkling streets, as organizations from the Hollywood Armenian Center team up with local elected officials and community groups for the 10th Annual Little Armenia Beautification Project (LABP).

The Armenian Youth Federation (AYF) and Armenian National Committee of America (ANCA) Hollywood Chapters are organizing the event, with the support of Congressman Adam Schiff (CA-D), the Office of California State Senator Kevin De León, Los Angeles City Councilmember Mitch O’Farrell, East Hollywood Neighborhood Council, Hollywood Beautification Team, Rotary Club of Thai Town and Thai Community Development Center. Congressman Adam Schiff (CA-D) and Councilmember Mitch O’Farrell have both confirmed their attendance to the event’s opening ceremony.

Over the past 10 years, the AYF has teamed up with local government officials, most notably Mayor Eric Garcetti (then District 13 Councilmember) and California State Senator Kevin de Leon, in addition to various organizations and sponsors, including Kaiser Permanente, to clean and beautify the streets of Hollywood. This year, the organization is working closely with the office of City Councilmember Mitch O’Farrell, which has generously arranged the donation of the event’s hundreds of cleaning supplies.

“This cleanup is more than about giving back to our home away from home here in Little Armenia,” says Maria Maadanian, AYF Hollywood Chairperson. “It is about engaging the greater East Hollywood community to celebrate the rich cultural diversity our city has to offer, while fulfilling our responsibility of making sure that this is a beautiful place to live.”

Since the official designation of "Little Armenia" in 2004, the AYF has been working with then Councilmember, now Mayor Eric Garcetti to organize the neighborhood beautification project,



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which, according to the Los Angeles Sanitation Department, has resulted in the collection of over 40,000 pounds of trash.

Volunteers will gather in the courtyard of Rose and Alex Pilibos High School at 9am, where they will hear opening remarks from government officials and community leaders, after which they will split up into designated cleanup teams. The cleanup will conclude with a free festival open to the public, where various local artists will perform. Additionally, a portion of the festival will be dedicated to honoring the community's women, in honor of International Women's Day, which also falls on March 8th.

“This year, our goal was to expand the project beyond the scope of previous years, by working much more closely with our local elected officials and local Hollywood organizations.” said Paul Seradarian ANCA Hollywood Chapter Chairperson. “Our cleanup not only keeps the streets of Hollywood clean and beautiful, but it also demonstrates that this diverse community has the ability to come together for a good cause.”

Founded in 1933, the Armenian Youth Federation is the largest and most influential Armenian American youth organization in the United States, working to advance the social, political, educational and cultural awareness of Armenian-American youth.