

BIG! WORLD! FUN!

PRESS RELEASE

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FAMILY / DANCE / MUSIC EVENT LISTINGS

Attention Editors/Writers:

ALFREDO ORTIZ event page in English: <http://www.fordtheatres.org/en/events/details/id/89>

ALFREDO ORTIZ event page in Spanish: <http://www.fordtheatres.org/es/events/details/id/89>

Photos available upon request

ALFREDO ROLANDO ORTIZ TAKES FAMILIES ON A LATIN AMERICAN MUSICAL JOURNEY AUGUST 7 AT 10:00 A.M.

Children admitted FREE to one-hour programs for families.

Learn how to make your own musical instrument before the show.

Harpist Alfredo Rolando Ortiz traces his odyssey from Cuba to Venezuela then Colombia through music at the Big!World!Fun! family show at 10:00 a.m., Saturday, August 7 at the Ford Amphitheatre. Kids and parents can create simple instruments, such as a string instrument with using a box and rubber bands, during pre-show activities led by staff from the Autry National Center beginning at 9:00 a.m.

The hour-long Big!World!Fun! performances in the shaded outdoor amphitheatre are designed for the enjoyment of children ages 4 to 10, parents and grandparents. The series is presented by the Ford Theatre Foundation. Booklists related to each series event, provided by the Los Angeles County Library, are available at www.FordTheatres.org; click on "Family" under "Events" on the homepage, then click on "More Info" for the event that interests you.

Admission to all events is FREE for children and \$5 for adults. Parking is \$1 per vehicle. To reserve/purchase tickets, call the Ford box office at **323 461-3673** or visit www.FordTheatres.org.

Acclaimed harpist, composer and author Alfredo Roland Ortiz, the winner of a gold record in South America, tells an intriguing personal story of migration, hardship and success. Born in Cuba he traveled to Venezuela as a child, where he learned the Venezuelan folk harp from a school friend. He then learned the Paraguayan harp and immigrated to Colombia, where, thanks to his music, he became a medical doctor.

Big!World!Fun! continues with dance and music of the Philippines from **Kayamanan Ng Lahi** (August 14); **Boxtales Theatre Company's** production of the Indian fable "Prince Rama and the Monkey King" (August 21); and an opportunity to sing along with **LA Opera's** artists in "Sing Out Loud!" (August 28).

The Big!World!Fun! Family Series is sponsored by Supervisor Zev Yaroslavsky, Kenneth T. and Eileen L. Norris Foundation, City of Los Angeles 4th District Councilmember Tom LaBonge, Sony Pictures Entertainment and ABC7. The Autry National Center and The Los Angeles County Library are series partners.

Big!World!Fun! family events are part of the Ford Amphitheatre 2010 Season, a multi-disciplinary arts series produced by the Los Angeles County Arts Commission in cooperation with Los Angeles County-based arts organizations. For complete season information log on to www.FordTheatres.org.

The **Ford Theatre Foundation**, a not-for-profit organization founded in 1994, supports the performing arts and education activities that are presented at the Ford Theatres. The Foundation's Community Bridges program builds audiences by encouraging and facilitating participation in the theatres' programs and brings Ford performers to youth and social service centers based in Asian Pacific Islander and Latino communities throughout Los Angeles County. In addition to presenting the Big!World!Fun! Family Series, the Foundation produces the free, interactive J.A.M. (Jazzed and Motivated) Sessions during the Ford's summer season.

The **Los Angeles County Arts Commission**, Laura Zucker, Executive Director, provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities. In addition to programming the John Anson Ford Theatres, the Arts Commission provides leadership and staffing to support the regional blueprint for arts education, *Arts for All*; administers a grants program that funds more than 300 nonprofit arts organizations annually; oversees the County's Civic Art Program for capital projects; funds the largest arts internship program in the country in conjunction with the Getty Foundation; and supports the Los Angeles County Cultural Calendar on ExperienceLA.com. The Commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally, and a year-round music program that funds more than 40 free concerts each year in public sites. The 2010-11 President of the Arts Commission is Ronald D. Rosen. For more information please consult the Arts Commission online press kit: <http://lacountyarts.org/page/pubnewspress>

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THE FACTS

WHAT

Acclaimed Latin American harpist Alfredo Rolando Ortiz traces his personal odyssey through music.

WHEN

Saturday, August 7 at 10:00 a.m.

Pre-show activities begin at 9:00 a.m. Families are advised to arrive early. Space is limited.

WHERE

Ford Amphitheatre

2580 Cahuenga Blvd. East, Hollywood, CA 90068

Just off the 101 (Hollywood) freeway across from Hollywood Bowl and south of Universal.

PLEASE NOTE:

The amphitheatre is outdoors and shaded, but remember your sunscreen and a hat.

On-site concessions are available.

HOW MUCH Children FREE

Adults \$5

Reservations are strongly recommended.

PURCHASE/RESERVE TICKETS

323 461-3673

www.FordTheatres.org

There is a \$1.50 service charge for reserving children's tickets online.

PARKING

On-site, stacked parking costs \$1 per vehicle.

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