
Media Advisory

September 21, 2010

Contact: David Koenig 818-445-7565
DavidJKoenig@gmail.com

Arts Education Forum Featuring SPI candidates Torlakson and Aceves, and Celebrities Jack Black, Ben McKenzie and more

WHAT: "Education, Creativity and California's Future", a forum presented by the California Alliance for Arts Education and the Music Center: Performing Arts Center of Los Angeles County to discuss the plight and promise of arts education in California public schools featuring candidates for the office of California Superintendent of Public Instruction (SPI) and celebrity panelists. Sponsors and partners include: California State PTA, Ovation, The Boeing Company, the National Association of Music Merchants (NAMM), Yamaha and the Screen Actors Guild (SAG).

WHO:

- LARRY ACEVES: Candidate for Superintendent of Public Instruction
 - TOM TORLAKSON: Candidate for Superintendent of Public Instruction
 - JACK BLACK: Actor and musician, star of "School of Rock" and Tenacious D
 - WIL-DOG ABERS: Bassist, Ozomatli
 - LITA ALBUQUERQUE: Painter, sculptor, installation and environmental artist
 - TAYLOR DAYNE: Singer and Songwriter
 - LAMONT DOZIER: Writer and producer, Rock & Roll Hall of Fame
 - BENITO MARTINEZ: Actor, star of TV's "The Shield"
 - BEN MCKENZIE: Actor, star of TV's "Southland" and former star of "The O.C."
 - LOUIS VAN AMSEL: Subject to "Dancing with the Stars" schedule
 - MALCOLM JAMAL WARNER: Actor, director and musician, former star of "The Cosby Show"
 - LAURIE T. SCHELL: Executive Director, California Alliance for Arts Education
 - MARK SLAVKIN: Vice President for Education, Music Center
- * **Most are also available via phone prior to the forum**

WHEN:

Wednesday, September 29th, 2010
9:30-10:00am Photo, Video and Interview Opportunities
10:00-11:30am Forum – cameras allowed

- WHERE:** Grand Hall at the Dorothy Chandler Pavilion
135 North Grand Ave, Los Angeles
- VISUALS:** Step and Repeat adjacent to Founder's Room on 2nd Floor
Full media access for interviews/photo and video opportunities
Panelists on Stage for forum (risers, cut away and audio patch will be provided)
- IMAGES:** For your convenience Video and Photography will be available via Getty Images post the event. Please contact David Koenig for details.
- PARKING:** Underground parking available off North Grand Avenue under the Music Center <http://www.musiccenter.org/about/directions.html>.
Above-ground parking for crew trucks available on Hope Street on south side of Music Center in section marked "Valet parking"

The California Alliance for Arts Education is a 501(c)(3) nonprofit, nonpartisan organization that does not engage in electoral activities.