



**FOR IMMEDIATE RELEASE**

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**MEDIA ADVISORY**

**Preview of Taste of Soul Festival &  
Launch of Metro's Eat, Shop & Play Local Campaign**

**What:** Preview of Taste of Soul festival and launch of the Los Angeles County Metropolitan Transportation Authority Eat, Shop & Play Local campaign

**When:** 11 a.m. Friday, October 17

**Who:** Mark Ridley-Thomas, L.A. County Supervisor & Metro Board member  
Jackie Dupont-Walker, Metro Board member  
Art Leahy, Metro CEO  
Danny Bakewell, Taste of Soul Founder  
Ken Lombard, Baldwin Hills Crenshaw Mall

**Where:** Metro Expo Line, Expo/Crenshaw Station  
3660 Exposition Boulevard  
Los Angeles, CA 90018

Press event will take place south of the Crenshaw/Expo westbound platform station. Parking access for news media vehicles will be through 3650 south Bronson Avenue off Rodeo Road

**Background:**

L.A. County Supervisor and Metro Board member Mark Ridley-Thomas, Metro Board member Jackie Dupont-Walker and Metro CEO Art Leahy will join Taste of Soul Founder Danny Bakewell for a preview of the 2014 Taste of Soul festival, which is expected to draw more than 300,000 people to Crenshaw Boulevard on Saturday, October 18.

Metro will have a special pavilion at the festival where merchants impacted by construction of the Crenshaw/LAX Transit Project light rail line will be showcased. Some of those merchants will attend the preview media event.

Metro also will unveil its Eat, Shop & Play Local campaign to help Crenshaw and Inglewood merchants in the transit corridor. Metro is encouraging fans of Taste of Soul to take Metro bus and trains to the event.

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