



## **FOR IMMEDIATE RELEASE**

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### **Downtown Hollywood Festivities Celebrate Anniversary Park Renovation**

HOLLYWOOD, FL – September 3, 2008 – Anniversary Park's beautiful new look will be showcased at a ribbon-cutting ceremony and free family-fun festivities from 10 a.m. to 3 p.m. Sunday, September 7 in the heart of Downtown Hollywood.

The family-friendly park at 1945 Hollywood Boulevard (corner of Hollywood Boulevard and 20th Avenue) features a new playground, outdoor furniture, decorative concrete walkways, shade structures, and landscaping that includes magnolia trees, bamboo and flowering shrubs. The renovations are the culmination of a series of meetings with Downtown businesses and property owners who provided input for the park's new design.

"The Downtown Hollywood Business Association's Design Committee is appreciative to have been involved in the decision making process of Anniversary Park. The park is now an asset to the Downtown Hollywood core and a great new location to sit and relax, for kids to play or gatherings," said Robin Robins, President, Downtown Hollywood Business Association.

The festivities will kick off at 10 a.m. with the Downtown Hollywood Dream Car Classic, featuring dozens of pre-1976 automobiles along Hollywood Boulevard from Young Circle to 21st Avenue. Free entertainment from 10 a.m. to 3 p.m. will include music, face-painting, balloon twisting and children's arts and crafts activities. The event is sponsored by Kindred Hospital Hollywood. Car registration is \$15 and begins at 9 a.m. For details, call (954) 926-3377.

A ribbon-cutting ceremony at Anniversary Park at noon will feature hometown talent Calvin Taylor performing the National Anthem. Taylor, a City of Hollywood employee for 23 years, is widely known for his romantic ballads. Most recently, Taylor, a contract compliance coordinator, was recognized as the Employee of the Year by the City of Hollywood Department of Public Works.

Diehard football fans can enjoy the Downtown Hollywood festivities without having to miss the Miami Dolphins' season opener against the New York Jets. The 1 p.m. game will be televised at Universe Café, 1925 Hollywood Boulevard (subject to the terms of the NFL's blackout policy).

Visitors to Anniversary Park will enjoy an enhanced experience with a shade garden featuring game tables and benches beneath stately oak trees, new decorative trash receptacles and a drinking fountain, "greenscreen" fencing, a new park entrance, and a performance area and open-lawn seating. The park's new playground features a traditional jungle gym, pyramid-design "climber" and sail-type shade structure.

While there is no charge for admission to the Anniversary Park festivities, patrons are urged to donate a jar of peanut butter and or jelly for the Community Harvest project, a food drive being coordinated through Hollywood's Department of Housing & Community Redevelopment. The goal is to collect food and raise funds to feed 200 local families who have been referred by various social service agencies. For additional information on the Community Harvest, contact Jeannette Smith in the Department of Housing & Community Redevelopment at 954-921-3384.

For more details on the Anniversary Park celebration, call 954-921-3016.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.