



FOR IMMEDIATE RELEASE

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St. Patrick's Day Festivities in Downtown Hollywood: a Good Time & a Good Cause

Downtown CRA official will shave her head at local St. Baldrick's fundraiser for kids with cancer

HOLLYWOOD, FL – February 17, 2009 – Downtown Hollywood's traditional St. Patrick's Day celebration will include a more serious element this year with a head-shaving fundraiser for childhood cancer research as part of the March 14-15 festivities.

The annual St. Patrick's Day Parade & Festival, along Hollywood Boulevard west of Young Circle, will be presented from noon to 6 p.m. Sunday, March 15 by the City of Hollywood, the Hibernians of Hollywood, a group of residents of Irish descent, and the Hollywood Community Redevelopment Agency-Downtown District.

One Downtown CRA official, Deputy Director Lisa Liotta, will take the spotlight the day before at a local St. Baldrick's fundraising event when she volunteers to have her head shaved as a sign of solidarity with the 160,000 children who are diagnosed with cancer each year.

The Downtown Hollywood event, set for 4 p.m. Saturday, March 14 at Mickey Byrne's Irish Pub & Restaurant at 1921 Hollywood Boulevard, is one of hundreds of head-shavings all over the country that will benefit the St. Baldrick's Foundation, which has raised over \$50 million for pediatric cancer research since 2000.

Liotta and the other local volunteers will have their heads shaved by Downtown Hollywood's Paul Miller Hair Studio in exchange for pledges from family members, friends and co-workers. Liotta's goal is to raise \$5,000. Her inspiration is a little girl named Isabelle Grace, the daughter of a family friend, who lost her battle with cancer just shy of her second birthday.

Liotta does not consider her bald act to be an extreme one, "considering what these very young children endure," she said. "I believe that in the world we live in, it is necessary to make sacrifices to help others."

Liotta will unveil her new look at the St. Patrick's Day Parade & Festival on March 15. The annual celebration will include Irish folk and rock bands, step dancing, Irish coffee, food and beer from noon to 6 p.m. along Hollywood Boulevard between 18th and 19th avenues. There is no charge for festival admission.

The parade will roll at 1 p.m. with floats, pipe bands, marching bands and community groups. The parade will begin at Harrison Street and 21st Avenue, travel north to Hollywood Boulevard, east to Young Circle, south to Harrison Street and back to 21st Avenue.

For more information, call 954-921-3404.

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St. Patrick's Day Festival

To participate in the St. Baldrick's event as a "shavee" or to sponsor one, call 1-888-899-BALD or visit www.StBaldricks.org.

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.

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