

NEWS RELEASE



SANTA MONICA MOUNTAINS CONSERVANCY

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Conservancy Announces New Clean and Safe Mulholland Initiative

Councilmembers Tom LaBonge and Wendy Greuel call for volunteers to assist in Conservancy-sponsored Mulholland Drive clean up on Saturday June 28, 2003

Los Angeles, CA—The Santa Monica Mountains Conservancy and its joint powers partner, the Mountains Recreation and Conservation Authority (MRCA) announced today that they are initiating a new effort to protect the resources of the world famous Mulholland Scenic Parkway in the City of Los Angeles.

At a morning press conference at the Hollywood Bowl Overlook attended by Los Angeles City Councilmembers Tom LaBonge and Wendy Greuel, Conservancy Executive Director Joseph T. Edmiston presented a \$35,000 check to the Los Angeles Conservation Corps to provide stepped-up maintenance of the historic roadway.

"Mulholland Drive is famous and for good reason. It provides Angelenos and visitors alike with some of the greatest vistas in Southern California," said Councilmember Tom LaBonge. "This effort will help us keep this scenic roadway scenic so that everyone can appreciate the special nature of this area."

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The Conservancy's donation will go a long way in protecting the Mulholland Scenic Parkway," said Councilmember Greuel. "Los Angeles needs to do everything it can to protect and preserve its open space."

The initiative will be kicked off by a Mulholland Drive Cleanup on Saturday June 28, 2003 from 8:30-11:00 am. Volunteers are asked to gather at Nancy Hoover Pohl Overlook at Fryman Canyon 8401 Mulholland Drive, between Laurel Canyon and Coldwater Canyon.

In the last fifteen years, the Conservancy has expended significant resources to improve the services along the famous parkway. It has built five scenic overlooks including Hollywood Bowl Overlook, Universal Overlook, Barbara Fine Overlook at the Summit, Nancy Hoover Pohl Overlook at Fryman Canyon, and Stone Canyon Overlook, which are visited by thousands of residents and tourists each year. Each provides extraordinary vistas that include the Santa Monica, San Gabriel, Santa Susana and Verdugo Mountains, the Simi Hills and the ocean—as well as city and valley views.

In addition, since 1987 MRCA Rangers--who are California Peace Officers--have under contract with the City provided first-response emergency services and patrol at the scenic overlooks and all along the Parkway.

The Conservancy intends to build two more overlooks in the near future.

“There is universal agreement about the tremendous importance of the Mulholland Scenic Parkway to the City of Los Angeles,” said Edmiston. “It is an urban treasure unparalleled anywhere in the United States. It is a top priority of the Conservancy and the MRCA to preserve Mulholland Drive and to keep it safe.”

The Santa Monica Mountains Conservancy and the MRCA are dedicated to the preservation and acquisition of open space and parkland throughout Southern California.

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