



September 5, 2014
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Media Advisory: Rebuilding South LA One Music Festival at a Time

What: Join Community Coalition at our 3rd annual Power Festival, a free music festival that attracts thousands of residents from South LA in a day of celebration, empowerment and education. The Power Festival brings South LA residents together to build community and momentum for grassroots organizing. This Power Festival will be our best yet!

- Legendary guitarist **Wayne Kramer**, billed as one of the “100 Greatest Guitarist” by Rolling Stones will stop by to jam for our guests. Our roster of musicians also include **Mr. Choc** - a World Famous Beat Junkie and former Power 106 DJ, **Las Cafeteras**- an East L.A. based band that was named one of the “Best Latin Alternative Bands of 2013” by LA Weekly and singer, song writer and producer **Mali Music**.
- Our Fresh and Fit Zone will have healthy food and produce via local vendors, farmers markets, healthy food vendors and onsite cooking demonstrations. Zumba and line dancing will keep concertgoers moving and active.
- Join us at our Artivist Pavilion to see the work of local South LA artists. Live art, visual art and photography will all be on display. Attendees will be able to both appreciate and buy art from our local South LA artists.

When/Where: 1:00p.m., Saturday, September 6, 2014 at Martin Luther King Park (corner of 39 St. and Western Ave.)

Who: Community Coalition in partnership with L.A. Commons, Californians for Safety and Justice, SCOPE, All of Us or None and Avalon Carver

Why: Power Festival brings people together to work on issues affecting our community. This year the Power Festival will serve as a vehicle to raise awareness and create excitement for statewide efforts to increase services for our neediest communities. For decades California has been incarcerating individuals struggling with addiction, mental health issues, and those who commit non-violent offenses. Our communities recognize how these failed policies disproportionately affect our families, friends and neighbors and are working to roll back the failed war on drugs and divert critical funding to our schools. Join us in our celebration of community empowerment.

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