



MEDIA ADVISORY

Today's Date: August 17, 2009

District: 7--Los Angeles/Ventura

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FOR IMMEDIATE RELEASE

Caltrans Partners with Toyota To Improve Freeway Landscape

An innovative way to improve the freeway landscape in Los Angeles and save tax dollars

WHO: Los Angeles Mayor Antonio Villaraigosa
Greenroad Media, Director Richard Katz
Toyota Motor Sales Marketing Corporate Manager Tim Morrison
Caltrans Chief Deputy District Director Raja Mitwasi
Caltrans Deputy District Director of Maintenance Dan Freeman

WHAT: The California Department of Transportation (Caltrans) and Toyota are partnering to improve the landscape along the Pasadena Freeway (SR-110). Modeled after the Caltrans Adopt-A-Highway Program, the Enhanced Landscape Planting Demonstration Project (ELP) provides the opportunity for sponsors to install and maintain highly detailed and themed plantings of drought tolerant shrubs, ground cover and annual and perennial flowers on up to one-half acre along highway roadsides. Additionally, ELP sponsors will maintain a minimum of three acres of the existing landscape around the floral display at no cost to Caltrans.

WHEN: Tuesday, August 18, 10 a.m.

WHERE: Event will be held on the SR-110 Alpine Street overpass. From West Sunset Boulevard, go north on North Beaudry Avenue, go south on Bartlett Street, north on Figueroa Terrace and park along the street.

VISUALS: Photo opportunities of the floral display, eco boxes, and conceptual designs of future sites will be available.

