

River LA Booklet Packaging

If you're like most Angelenos, you don't regularly encounter your river. Maybe you're a beach person. That's fair, because for the better part of the last century the river has been encased in concrete. It is sooner recognized as the site of post-apocalyptic Hollywood chase scenes than as a community resource. We at River LA are on a mission to change that paradigm. By wearing this bracelet you're demonstrating a passion for developing a vibrant public space along all 51-miles of our LA River. That's pretty awesome.

River LA is working with esteemed architect and longtime local Frank Gehry to study the river and develop a data-driven approach to contribute to a democratically designed resource for everyone. The vision is for a river that will connect the citizens of LA via a series of parks, bike paths, and cultural destinations.

Wear the limited edition 6th Street Bridge Bracelet made with real concrete from, you guessed it, the 6th Street Bridge. The blue resin symbolizes the water and potential that lies within the LA River. When you're wearing this bracelet you are connecting to a piece of the River's history and to a sustainable future. You are the new ambassadors of a movement that will define our region for generations to come.

Here are some talking points for the conversations we hope you'll have all over Los Angeles while wearing your bracelet.

- **Land Use:**

The River represents over 1,000 acres of open land. When we connect all 51 miles we'll have a public space bigger than Central Park.

- **Flood Control:**

In 1938, after a deadly flood, the US government officially redefined the LA River as a "flood control channel". After a careful study in 2013, a law was passed making the LA River a river again. Though its future is green, it will still carry the responsibility of preventing floods.

- **Water Reclamation/Supply:**

60 million gallons of fresh LA River water flow out into the Pacific Ocean every day *during our dry season*. That's enough water for everyone living in Long Beach for the entire year. Enough said.

- **River Origins**

The river's origins start in the San Fernando Valley. From there, it flows through 15 cities and 51 miles until ultimately meeting the Pacific in Long Beach.

- **Parks and Open Space:**

People already are using the LA river everyday for activities ranging from bicycling to fishing to kayaking. That's right, kayaking. You could be kayaking in the LA river. It's right near Griffith Park. Google it.

- **Stakeholders:**

30% of major public transportation stops and ¼ of our population are within a mile of the LA river, making it LA's closest approximation of a city center.