

# MEDIA ALERT

For immediate release:  
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CRA/LA, 213-977-1951

## Groundbreaking for Hollywood's “Campus of Hope” Set for Thurs., July 1

**WHAT:** Groundbreaking ceremonies occur for Villas at Gower, a four-story, 70-unit housing project set aside for the formerly homeless and low-income families, some with special needs. The \$30.5-million project – to be built on land owned by the **Community Redevelopment Agency of the City of Los Angeles** and leased to developers – will provide extensive social services to assist residents of this pilot project. It could become a model for similar developments elsewhere in Los Angeles..

**WHO:** Speakers include **CRA/LA CEO Chris Essel** (in one of her first appearances since her appointment by Mayor Villaraigosa), **Los Angeles City Council President Eric Garcetti**, **Los Angeles County Supervisor Zev Yaroslavsky**, and representatives of the project's nonprofit developers: **Dora Leong Gallo**, **CEO of A Community of Friends**, and **John Molloy**, **CEO of PATH Ventures**.

**WHEN:** **2 p.m., Thursday, July 1, 2010.**

**WHERE:** Villas at Gower construction site, 1726 North Gower St., Hollywood

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**MORE:** This “flagship” project involved extensive community participation, including selection of the developer and design features. This permanent supportive housing project, created with help from a CRA/LA ground lease, is a significant step forward by the City to address homelessness in Hollywood and other areas.

CRA/LA ([www.crala.org](http://www.crala.org)) is a public agency regulated by the State of California and operating within the City of Los Angeles. CRA/LA makes strategic investments to create economic opportunity and improve the quality of life for the people who live and work in our neighborhoods. CRA/LA manages 32 redevelopment projects areas and three revitalization areas in seven regions.

# News Release:

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