



BEVERLY HILLS OPEN LATER DAYS

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Join Us as Beverly Hills Goes BOLD this August!

Poncho Sanchez Plays Opening Night Aug. 3



Beverly Hills, CA – This August, the City of Beverly Hills invites everyone to stop by and stay for a series of BOLD (Beverly Hills Open Later Days) summer nights' events celebrating all the community has to offer.

Grammy Award-winning Latin jazz band leader "El Conguero" Poncho Sanchez will play a free concert on Rodeo Drive for the opening night

August 3 at 7:45 p.m., followed by fireworks at 9 p.m.

Mayor Lili Bosse helps kick-off Beverly Hill's Summer BOLD (Beverly Hills Open Later Days) program on Aug. 2, hosting the dedication of artist Ed Massey's "Neon in 3-D" installation at the historic Lily Pond. BOLD is a collaborative partnership with the City, Rodeo Drive Committee, the Beverly Hills Chamber of Commerce and the Beverly Conference and Visitors Bureau.

Beginning Thu. Aug. 3, **BOLD** visitors can to enjoy the best of Beverly Hills in the evening. Every Thursday, Friday, and Saturday night in Aug., restaurants will offer special deals and retail businesses, such as Chanel, Burberry, Dolce & Gabbana, Louis Vuitton, to name a few, will stay open until 8 p.m. The City will celebrate with live entertainment from popular DJs, style sessions with fashion influencers, and luxury car test drives along Rodeo Drive.

The mayor will also lead a special evening version of her weekly *Walk with the Mayor* through the streets of Beverly Hills, host yoga in the park, and lead a bike ride around the city. Everyone is welcome to be a part of the fun!

Where You Can Join Us:



- *Aug. 2 at 8 p.m.:* We will gather at the Lily Pond at Beverly Gardens Park to dedicate “Neon in 3-D,” a luminescent, floating garden of colorful discs by renowned artist Ed Massey, a Beverly Hills native. You can enjoy the colorful art display throughout the month, and there will be special lighting at night on Thursdays, Fridays, and Saturdays to give you the full 3-D effect. Volunteers will be at the pond with 3-D glasses those evenings from 8 p.m. to 10 p.m.
- *Aug. 3 from 6 to 9 p.m. –* Rodeo Drive will be pedestrian only with fireworks, a stage with a free concert by the legendary Poncho Sanchez and a live DJ. Beverly Hills’ famed restaurants are offering special deals and our legendary retailers are staying open late. Maserati will have some of their amazing cars available for a test ride. Rodeo Drive’s popular #ONLYONRODEO Interactive Photo Box will be back and more than 120 sidewalk art stamps will be displayed in front of local stores. The historic Beverly Hills Sign and Lily Pond will be transformed with more than 1,000 art discs painted in eye-popping, fluorescent colors. 3-D glasses will be available so you can witness the colors rising from the water.
- *Aug. 3-31, from 6 to 9 p.m. –* Every Thursday, Friday and Saturday evenings, shops will be open late and the streets will be alive with music, food and fun. Test drive a luxury automobile, and enjoy special deals from world-class restaurants and retailers. For a complete schedule of BOLD events, please go to www.lovebeverlyhills.com/bhopenlate.
- *Aug. 10 at 6 p.m.:* Mayor Bosse’s weekly *Walk with the Mayor* will take place in the evening. Walkers will discover new areas of Beverly Hills and visit local businesses. We will meet, as usual, on the Crescent Drive steps of City Hall.
- *Aug. 13 at 10 a.m.:* The beautiful and tranquil Beverly Canon Gardens on North Cañon Drive will be the site of a family-friendly yoga session led by Acro-Yoga and Yoga Soul. Bring the whole family!

- *Aug. 20 at 9 a.m.:* Join Mayor Bosse on a bike ride around Beverly Hills. Our trip starts at our weekly Farmer's Market on the west end of Civic Center Drive. Don't worry, you'll still have time to grab some great California-grown fruits and vegetables when we get back.

About *Neon in 3-D*: The exhibit is provided by Portraits of Hope, a nonprofit social engagement organization co-founded by artist Ed Massey, a Beverly Hills High School graduate. Portraits of Hope is an organization that works with children and adults coping with serious health and physical conditions. It provides creative therapy through participation in art projects. "The exhibition's vibrancy in the daytime is going to wow visitors from all over the world who come by the Lily Pond during daylight hours; the 3-D effect on select evenings is a sight no one is going to forget," said artist Ed Massey.

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