



Office of Communications
City of Beverly Hills
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www.beverlyhills.org

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City of Beverly Hills Forms Blue Ribbon Committee to Create a Spectacular 100th Anniversary Celebration *Community Volunteers Encouraged to Participate*

Beverly Hills, CA – One hundred years ago, Beverly Hills was already a haven for movie stars – creating a reputation for style, class and glamour. On January 28, 1914, City leaders made it official by incorporating and forming an independent City with outstanding police and fire departments and a superb school system.

The City of Beverly Hills is planning an 18-month celebration, starting the summer of 2013, to mark a century of cityhood – and the whole world is invited! The community will mark the 100th Anniversary with a series of events, displays and celebrations in keeping with the City's tradition of elegance and civic pride.

A 100th Anniversary Committee, headed by Richard Rosenzweig, the recently retired Executive Vice President of Playboy Enterprises, has begun planning festivities that will welcome residents, businesses and visitors with an exceptional experience. The Committee, which includes Mayor Barry Brucker and Councilmember Lili Bosse, is developing the vision for the centennial, along with recommendations for community events that pay tribute to Beverly Hills' past, present and future.

"The City's 100th Anniversary is a wonderful opportunity to celebrate all that Beverly Hills represents both to residents and visitors," said Rosenzweig. "We're looking for ideas and assistance from a broad spectrum of the community."

Examples of events and activities that the Committee is considering include:

- Happy Birthday Beverly Hills concert at the Saban Theatre (Summer 2013)
- 'Snapshot of Beverly Hills' historical photos exhibit at Beverly Hills Library (Fall 2013)



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- Beverly Hills: Past, Present & Future coffee table book (Fall 2013)
- Rose Parade Float (January 2014)
- Youth art contest: Beverly Hills of the Future (Spring 2014)
- 'Filmed in BH' movie festival at Academy of Motion Picture Arts & Sciences (Spring 2014)
- Exhibit on music at Paley Center for Media (Spring 2014)
- July 4th celebration at La Cienega Park (Summer 2014)
- Planting of 100th Anniversary tree (Fall 2014)
- Distinguished Residents 100th Anniversary Awards (Fall 2014)
- 100th Anniversary time capsule (Winter 2014)
- Commemorative postage stamp

Volunteers are needed and welcome! Anyone who wishes to contribute ideas or help with the 100th Anniversary may call (310) 285-1035 or can sign up on the website at www.beverlyhills.org/100thAnniversary.

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