

## FOR IMMEDIATE RELEASE

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### PORT OF LOS ANGELES WATERFRONT RED CAR LINE HELPS BOOST LOCAL BUSINESS

**SAN PEDRO, CA** – Business is looking brighter along the waterfront, thanks to the Red Cars running at the Port of Los Angeles. In addition to taking in the fantastic harbor scenery, San Pedro visitors are venturing into downtown to take advantage of special offers and everyday deals.

The Port of Los Angeles Waterfront Red Car Line has reported a steady increase in passenger counts since it opened in July. During its four-month operation, the Port has accounted for more than 32,000 riders. This includes 7,000 people who rode the Red Car during the Port's annual Lobster Festival in September, about 20 percent of the event's overall attendance.

"The old Pacific Electric Red Cars were the way people got around Los Angeles for more than half a century," said Larry Keller, Executive Director of the Port of Los Angeles. "We're pleased to see Los Angeles residents and visitors from all over the world come to San Pedro and enjoy trips on the revitalized Red Car line and visit the town's historic sites."

Local businesses that have benefited from serving the Red Car crowd include the Whale and Ale on 7<sup>th</sup> Street and Downtown Subs and More on 6<sup>th</sup> Street. The Whale and Ale offers discounts to Red Car passengers and Downtown Subs offers a "buy one, get one free" coupon. Mike Caccavalla, owner of Downtown Subs, says he has seen customers come from as far as San Diego just to ride the Red Car.

Another local restaurant, Utro's Café, located directly behind the Ports O' Call Station, ran summertime specials for Red Car patrons, which received a great response on warm weather days.

– more –



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## Red Car Helps Boost Local Business

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The Sheraton Los Angeles Harbor Hotel has taken the Red Car phenomenon a step further by selling draft ale with its namesake. The hotel offers pints of "Red Car Ale," drafted by the San Pedro Brewing Co., inside its Club Romeo for \$2.50 with a Red Car coupon. These coupons are arranged in brochure racks aboard each of the Red Cars. Also displayed inside the Red Cars are nostalgic advertisements for local shops and businesses and old ads reminiscent of the 1920s.

"In the short time since we have had Red Car Ale, it soon became our number one selling draft beer," said Steve Robbins, General Manager of the San Pedro Sheraton. "Railroad conventions have been held here and on any given weekend guests come stay at this Sheraton specifically to ride the Red Cars."

Stores such as Rite Aid, Urban Feet, Numero Uno and Union War Surplus have also seen more of the Red Car and cruise passenger clientele. Visitors have been spotted purchasing everything from shoes to sunscreen – incidental costs that can really add up while on vacation.

Red Car riders also take advantage of the free shuttle transfer to Cabrillo Beach, where they soak up the sun, visit the restored 1936 Cabrillo Beach Bathhouse, or peruse the Cabrillo Marine Aquarium to check out life underwater. Cabrillo Marina is also along the Red Car route, where the waterfront fish house 22<sup>nd</sup> Street Landing Seafood Grill and Bar is located, a favorite among local seafood lovers.

"I've noticed more and more people getting off the Red Car and coming in for brunch or lunch," said Dick Mannila, owner of 22<sup>nd</sup> Street Landing. "After eating, most people stroll around the Marina and just enjoy the scenery."

Red Car hours of operation are from 10 a.m. to 6 p.m., Friday through Monday and on select days when cruise ships are in port. The \$1 Red Car fare includes unlimited daily rides and is transferable for free rides on San Pedro Electric Trolleys.

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