The Hollywood Chamber of Commerce & The Hollywood Sign Trust proudly welcome you to THE WHITE PARTY celebrating the 90th Anniversary of The Hollywood Sign.

Presented by The Hollywood Museum in the Historic Max Factor Building.

Thursday, September 19, 2013 Drai’s Hollywood
Happy 90th Birthday

BOB BARKER

Thanks for 'Coming on Down!'

from your many friends
at the Hollywood Chamber of Commerce
In Recognition of the 90th Anniversary of the Hollywood Sign

I rise today to celebrate the 90th anniversary of a true California icon -- the Hollywood Sign in the hills of Hollywood, California.

First erected in 1923, the Hollywood Sign originally read “Hollywoodland” to advertise the new housing developments that surrounded the Hollywood Hills. In 1949, the sign was changed to simply “Hollywood,” and since then has become a symbol of the vibrant Hollywood movie industry, a beacon attracting talent and tourists to come to Los Angeles from all over the world, and a national treasure.

In 1973, the Hollywood sign was declared a historical and cultural monument of Los Angeles. Thus, the Hollywood Sign Trust was established to protect the icon. Throughout the years, the Hollywood Sign Trust has become an avid supporter of cultural events in and around Hollywood. The Trust’s current mission is to repair, maintain, refurbish, and provide improvements to the Hollywood Sign.

Over the years, the Hollywood Sign has attracted not only those who dream of a career in film and television, but also visitors from every corner of the world. As a symbol of hope, adventure and a bit of glamour, the Hollywood Sign stretches vibrantly across Mount Lee visible throughout Los Angeles.

I am proud to recognize the Hollywood Sign upon its 90th Anniversary and I ask all Members to join me today in honoring this historic monument.

ADAM B. SCHIFF
Member of Congress – 28th District
Greetings from the Hollywood Chamber,   September 19, 2013

Ninety years is a significant milestone and definitely an occasion to celebrate. The Hollywood Chamber of Commerce is honored to be able to co-host this 90th Anniversary Party for our beloved Hollywood Sign. This iconic symbol of Southern California truly stands above all else in our region and proclaims the importance of Hollywood.

The Chamber is proud of the role that we have played in preserving this landmark – first in 1949 and again in 1978. It is hard to imagine that the Sign almost did not make it to its 25th anniversary. Maintenance had been discontinued and the Sign was literally falling down, when the Chamber offered to restore the Hollywoodland Sign in 1949. The City gave permission and we rebuilt the Sign ... without the “Land”.

By 1978, it had again deteriorated to the point where the last “O” had completely fallen down. The Chamber stepped in again and raised the money to completely rebuild the Sign to modern engineering standards and created the Hollywood Sign Trust to help maintain it. It continues to be a great beacon for our City. So, let’s toast its past and look forward to a great future – for both our Sign and Hollywood.

Heather Cochran
Chair of the Board

Leron Gubler
President & CEO
The Hollywood Sign is more than just nine white letters spelling out a city’s name. It’s one of the world’s most evocative metaphors and a universal symbol for opportunity—and for the industry and dream we call H-O-L-L-Y-W-O-O-D. Today, the Sign is recognized wherever she is seen around the world, and her message is alluring: Bring your dreams to Hollywood and give it your best—you might make it to the top.

The Hollywood Sign Trust is honored to be charged with preserving the Sign and maintaining the image of Hollywood as the worldwide center of motion picture, cinema arts and the entertainment industry.

We thank the Hollywood Chamber of Commerce, the City of Los Angeles, the motion picture and television industry and hundreds of millions of fans around the world for joining together to celebrate the Hollywood Sign’s 90th anniversary.

Sincerely,

Chris Baumgart
Chairman, The Hollywood Sign Trust
Celebrating the 90th Anniversary of The Hollywood Sign

WHITE PARTY PROGRAM

Thursday, September 19, 2013 • 5 p.m. to 8 p.m.
Drai’s Rooftop at the W Hotel Hollywood

5 p.m. Registration, Exhibits and Celebration

6 p.m. **Media Kickoff inside Drai’s Nightclub**

Greetings **Leron Gubler**, President & CEO
Hollywood Chamber of Commerce

Welcome **Councilman Tom LaBonge**
Los Angeles City Council, CD4

**Jon Kirk Mukri**, General Manager
City of Los Angeles Department of Recreation and Parks

**Donelle Dadigan**, Presenting Sponsor
The Hollywood Museum in the Historic Max Factor Building

**Chris Baumgart**, Chair
Hollywood Sign Trust

6:25 p.m. **Celebrating his 90th Birthday, famed TV personality Bob Barker marks Hollywood Sign 90th Anniversary** with Sprinkles cupcake-presentation and Moreno Champagne Toast

6:30 p.m. Celebration and Exhibits continue

7:45 p.m. **Closing Remarks in the pool area**
Leron Gubler and **Kaylee Kiecker**, Event Producer
Acknowledgments and raffle prizes

8:00 p.m. Conclusion of Hollywood Sign 90th Celebration
From One Hollywood Icon to Another,

Happy 90th Birthday.

VARIETY

Proud to Support
Hollywood which represented not just a city, but also an industry, a lifestyle and, increasingly, an aspiration, was officially crowned when the “Hollywoodland” sign was erected in 1923. Built by Los Angeles Times publisher Harry Chandler as an epic $21,000 billboard for his upscale Hollywoodland real estate development, the Sign soon took on the role of giant marquee for a city that was constantly announcing its own gala premiere. The “billboard” was massive. Each of the original 13 letters was 30-ft wide and approximately 43-ft tall, constructed of 3x9’ metal squares rigged together by an intricate frame of scaffolding, pipes, wires and telephone poles. Few know that a giant white dot, 35-ft in diameter with 20-watt lights on the perimeter, was constructed below the Sign to catch the eye. The Sign itself featured 4,000 20-watt bulbs, spaced eight inches apart. At night the Sign blinked into the Hollywood night: first “Holly” then “wood” and finally “land,” punctuated by a giant period. The effect was truly spectacular. Originally intended to last just a year and a half, the Sign has endured more than eight decades - and is still going strong.

In 1938, the Don Lee Network purchased a 20-acre site just behind the Hollywood Sign, an area that was co-owned by the original developer of the Hollywoodland project and Mack Sennett, the silent film director and father of “slapstick” comedy. When the facility was completed in 1939, it boasted the highest elevation television transmission tower in the world and ushered in a new era in Hollywood’s storied history. The 300-foot tower broadcast from over 2,000-ft above sea level. From this location, the network broadcast a wide range of programming, including both in-studio and remotely filmed shows. By 1941, it was operating about two hours per day. After the war ended, Mt. Wilson was identified as a better location for broadcast towers and all three then-existing television broadcasters moved their transmission towers to this peak. The site atop Mount Lee and the large radio tower still seen there today eventually came to be operated and owned by the City of Los Angeles. Today, Hollywood still pays tribute to this fascinating history by calling this famous ridge “Mount Lee.”

By the early 40s, the Hollywoodland real estate development went bust. The Sign, which hadn’t been maintained in years, quietly became property of the City in 1944. The Sign had made an unheralded transition from billboard to de facto civic landmark, but salvation would have to wait until after the War.
Happy 90th Birthday!

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In 1949, the Hollywood Chamber of Commerce finally came to the rescue of the ailing Sign, removing the letters that spelled “LAND” and repairing the rest, including the recently toppled “H.” As the century hit the halfway mark, a leaner, cleaner Sign was reintroduced in its now-iconic form.

In 1973, the City of Los Angeles Cultural Heritage Board gave the Sign official landmark status (Monument #111). During the 70s, as Hollywood continued to decline, the top of the “D” and the entire third “O” toppled down Mt. Lee, and an arsonist set fire to the bottom of the second “L.” Pranksters altered the Sign’s letters to read “Hollyweed” in 1973 and then later, to “Holywood”, commemorating a visit from Pope John Paul II in 1987.

By the late 1970s, the Hollywood Chamber of Commerce determined that the Sign required a complete rebuilding - carrying a price tag of a quarter million dollars. Some of showbiz’s biggest names came to the rescue. In ’77, Fleetwood Mac pledged a charity concert, but local residents prevented it. The next year, however, Hugh Hefner hosted a gala fundraiser at the Playboy Mansion, where individual Sign letters were ceremonially ‘auctioned’ off at $27,700 per letter. The effort to preserve the Sign brought together an odd mix of celebrity sponsors: Glam-rocker Alice Cooper ‘bought’ an “O” in honor of Groucho Marx, while singing cowboy Gene Autry sponsored an “L” and Andy Williams sponsored the “W.” Thanks to the help of these and other donors, the Sign was poised for its overhaul. The old Sign was scrapped in August ’78, and for three lonely months Hollywood had no Sign. 194 tons of concrete, enamel and steel later, the Sign was re-born, poised and polished for a new millennium.

In 1992, the California Attorney General granted distinct legal rights and responsibilities to three official agencies: the City of Los Angeles which owns the land the Sign stands on, the Hollywood Chamber of Commerce which owns the licensing rights for the Sign’s image, and the Hollywood Sign Trust formed to maintain, repair and provide capital improvements to the Sign.

In 1995 the Sign got a fresh new paint job courtesy of Dutch Boy Paints. On December 31, 1999, the Sign was the site of the West Coast’s highest-profile “Y2K” celebration, ringing in the new millennium with a dazzling display of lights and special effects. The Sign was featured alongside the Eiffel Tower, the Great Pyramids of Egypt, and New York’s Times Square during global millennium countdown TV coverage.
For every actor who’s currently waiting on tables.

For every director who’s used her house as collateral.

For every producer who’s fed a hungry crew on a shoestring.

For every person not mentioned in the acceptance speeches.

For all who have packed up their belongings – along with their talents – and left their hometowns to follow a dream.

The sign will forever be more than just a sign.

Hollywood

Sign Trust

www.hollywoodsign.org

Celebrating 90 years.
In 2000 the Hollywood Sign Trust hired Panasonic to install a state-of-the-art security system comprised of a vast closed circuit surveillance network, and Internet-based surveillance which can viewed live on the Sign’s website. The system, which is monitored 24/7 to protect the Sign and its neighbors from unwanted visitors and the danger of fire, was upgraded with new technologies in 2005.

In 2003 the Sign celebrated its 80th anniversary at a gala celebration hosted by movie musical legend Esther Williams. The ‘birthday party’ was held during the opening ceremonies for the AFI Fest.

In mid-2005, the Sign ‘went into makeup’ once again, and received another new sparkling white paint job, this time courtesy of Bay Cal Painting and Construction.

In 2010, thirty-two years after the Sign was rebuilt, the Sign’s No. 1 fan, Hugh Hefner, presented the Hollywood Sign Trust with the closing gift to ‘Save the Peak,’ capping efforts to raise funds to purchase and protect the 138-acres behind the Hollywood Sign. Thanks to Mr. Hefner’s contribution, grants from The Tiffany & Co. Foundation and Aileen Getty, along with contributions from Hollywood leaders and fans around the world, the view that is inseparable from this cultural landmark will be protected.

In preparation for the 90th anniversary, the Hollywood Sign Trust and Sherwin Williams teamed up to give the Sign more complete make-over. Sherwin Williams donated special eco-friendly, long lasting Emerald Exterior Acrylic Latex paint and the labor for a 10-week facelift to the Hollywood Sign.

The Hollywood Sign continues to inspire moviemakers and fans around the world, while playing a vital role in keeping the town it helped put on the map at the center of the global entertainment industry.

Through the years – from its splashy real estate billboard roots, to its long neglect and decay, to its current status as a revered international landmark - the Sign has emerged more symbolically powerful than ever.

This landmark Sign conjures an ever-expanding parade of images, desires and ideas with just nine simple letters:

H - O - L - L - Y - W - O - O - D
L’Oréal Paris wishes
the Hollywood Sign a
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HAPPY 90TH ANNIVERSARY
TO HOLLYWOOD’S BIGGEST ICON

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Happy 90th Birthday Hollywood Sign!

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Celebrating the 90th Anniversary of The Hollywood Sign
We are proud to congratulate our community’s iconic Hollywood sign on its 90th birthday.

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The Hollywood Sign represents the success and perseverance of our community. Our beloved Sign continues to fascinate and draw in people from all over the world and all walks of life. I smile every time I see her peeking through the Hollywood skyline.

-- Kaylee Kiecker, Hollywood Sign 90th Event Producer

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The Hollywood Chamber of Commerce congratulates our beloved landmark, the famous Hollywood Sign, on your 90th Anniversary.

May you always stand tall.
Happy 90th Anniversary!

Hooray for Hollywood

Hooray for Hollywood
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From “Hollywood Hotel”, Warner Bros, 1937
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