

71  
  
**IX**

**MUSCLE BEACH VENICE DAY  
MAY 31, 1987**

**COMMUNICATION/PUBLICITY  
TO MEDIA**

**PUBLIC RELATIONS SUB-COMMITTEE  
MUSCLE BEACH VENICE**

**STEVE FORD  
CHAIRMAN**

**ROB SCHEIFFELE  
VOLUNTEER PROFESSIONAL**

**DONNA GIBBS  
VOLUNTEER PROFESSIONAL CONSULTANT**

MUSCLE BEACH VENICE DAY

76

Target Media for  
May 15, 1987  
Press Release

Associated Press  
City News Service  
Copley News Service  
Los Angeles Times Syndicate  
New York Times  
U.S.A. Today  
United Press International  
Wall Street Journal  
Los Angeles Business Journal  
California Magazine  
L.A. Style  
Los Angeles Magazine  
The Hollywood Reporter  
Variety  
Newsweek  
Time Magazine  
Playboy  
City Sports Magazine  
East/West Network  
Los Angeles Herald-Examiner  
Editor Breeze Newspapers  
The Daily Breeze  
La Opinion  
Long Beach Press-Telegram  
The Beach Reporter  
Easy Reader  
KNBC-TV  
KTLA-TV  
KCBS-TV

KABC-TV  
KTTV-TV  
KABC-AM  
KFWB-AM  
KNX-AM  
Central News-Wave Publications  
Coast Media Newspapers  
Cable News Network  
CBS News  
ABC News  
KCOP-TV  
NBC News  
Recreation Sports & Leisure  
Sport Style  
Sports Trend  
Inside Sports  
Sport Magazine  
The Sporting News  
Sports Illustrated  
Sportsman Magazine  
Sportscape  
Ultrasport  
Fit Magazine  
Flex Magazine  
Men's Health  
Muscle & Fitness  
Muscle Digest  
Fitness Industry

April 21, 1987.

41

Councilwoman Pat Russell  
7166 West Manchester Blvd.  
Westchester, CA 90045

---

RE: Request for appearance at special  
unveiling of new "Muscle Beach  
Venice Title/Sign May 31, 1987 1:00 p.m.

---

Dear Councilwoman Russell:

I am writing to you on behalf of the Muscle Beach Venice Membership Committee of Los Angeles Venice Beach Recreation Center. We recently campaigned to obtain the official designated title "Muscle Beach Venice" for the beach-front weightlifting pen. On December 19, 1986 the Commissioners of the Department of Recreation and Parks gave unanimous approval to use of this title for the "pen".

As a result we are in the process of developing appropriate sinage with the "Muscle Beach Venice" title to be displayed at the facility soon. Additionally, we are working with city representatives to coordinate a design and an entire rebuilding and upgrading of Muscle Beach Venice. This project will enable future patrons of the facility to be using an improved version of the already famous setting.

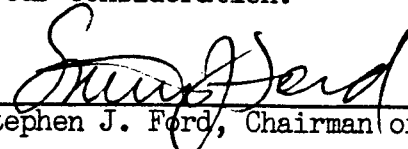
This new name change for the pen, as well as the entire structural upgrading effort, mark the start of a new era for the location. We have elected to make May 31, 1987 the day that marks the dedication of the new phase of Muscle Beach Venice. On May 31 we will unveil the new full-size main sign and theme logo for the facility (a photocopy is attached).

This event is special in the history of the Venice community, as well as for the City of Los Angeles. As Councilwoman representing this area, your appearance at this unveiling/dedication event will be most welcomed and significant in bringing pride for both the City, as well as the local residents. For your evaluation purposes, we are confident that this event will draw media visibility as we are combining the unveiling with our first summer open bodybuilding competition on the same day. Previous contests have drawn several thousand fans.

Please consider incorporating this appearance in your summer schedule. Los Angeles is known as the fitness capital of the world, and Venice Beach has earned a reputation as the bodybuilding capital of the world. We would enjoy having you participate in bringing added credibility to the area.

I will call you next week to learn of your interest in joining us on May 31. Thank you for your consideration.

Sincerely,

  
\_\_\_\_\_  
Stephen J. Ford, Chairman of Public Relations Committee

cc: Ms. Darlene Galindo  
Mr. Bill Howard

*"The Body Building Capital Of The World"*

• 1800 Ocean Front Walk • Venice, California 90291 • (213) 399-2775 •

41

**MUSCLE BEACH VENICE  
SUNDAY — MAY 31ST**

<u>TIME</u>	<u>WHAT</u>	<u>WHERE</u>
9:00 AM	PRE-JUDGING	(Platform behind pen)
11:00 AM	SWATCH FASHION SHOW	(Platform behind pen)
11:30 AM	BRUNCH	(In Tent)
1:00 PM	UNVEILING CEREMONY	(In The Pen)
	o INTRODUCTION - DARLENE GALINDO (Acting Senior Rec. Dir.)	
	o WELCOME ----- JANE A. RASCO (Acting Sr. Rec Dir.)	
	o PRESENTATION OF COLORS - TROOP 1 ST. MONICA ELEMENTARY SCHOOL)	
	o OPENING REMARKS - COUNCILWOMAN PAT RUSSELL	
	o INTRODUCTION OF SPECIAL GUESTS - JANE A. RASCO	
	1) KATHY GOWLAND - SWATCH WATCH	
	2) COMMISSIONERS (TBA)	
	3) LETTER FROM ARNOLD SCHWARZENEGGER	
	NOTE: AT THE READING OF THIS LETTER, JANE SHOULD BRING UP TO THE STAGE THE 3 PEOPLE WHO ARE MENTIONED IN ARNOLD'S LETTER: - STEVE FORD - BILL HOWARD - JOE MACK	
	o PRESENTATION OF FACILITY SIGN - PAT RUSSELL	
	o ACCEPTANCE OF FACILITY SIGN - MUSCLE BEACH VENICE COMMITTEE	
	AT THIS POINT, MEMBERS OF THE COMMITTEE SHOULD BE CALLED TO THE STAGE (PEN) TO JOIN STEVE, BILL AND JOE. THE MEMBERS ARE AS FOLLOWS:	
	MALCOLM ARNOLD	
	STEVE CRAFT	
	RON GILBERT	
	CLIFF MOSBY	
	JERRY WERLING	
	BUD MUCCI (NOT IN ATTENDANCE?)	
	o HISTORY OF MUSCLE BEACH --- BILL HOWARD	
	o ANNOUNCEMENT OF COMPETITION FINALS - BILL HOWARD	
2:00 PM	BODYBUILDING CONTEST	(Pavilion)
4:00 PM	SWATCH FASHION SHOW	(PLATFORM BEHIND PEN)

# # # #

77  
Los Angeles City Recreation and Parks Department  
City Hall East - 200 No. Main St., 90012  
Al Goldfarb...485-5555  
Public Information Director

START USING: Immediately

STOP USING: May 31, 1987

Reading Time -- 20 Seconds

AUDIO

You're invited to join the special celebration when the world-famous Venice Beach weightlifting pen is officially renamed Muscle Beach Venice during dedication ceremonies. You'll also be able to see the annual Body Building Contest for men and women. It all takes place Sunday, May 31st at 1 p.m. at Venice Recreation Center, located at 1800 Ocean Front Walk.

\* \* \*

SCBA INFO FILE #100287-520 I

JD:jf

Mr. Gabriel Bustamante  
Room 400  
14410 Sylvan St.  
Van Nuys, CA 91401

Dear Mr. Bustamante:

As I explained when we spoke recently by telephone, at the Los Angeles Department of Recreation and Park's Venice Beach Recreation Center we are preparing for a very special event day, on May 31, 1987 there will be an official naming of the Venice Beach Weightlifting "Pen" as "Muscle Beach Venice."

We are very happy with the City of Los Angeles dedication of this title to the facility, and hope that you agree that it is worthy of a proclamation.

For your evaluation, we have already been in contact with Linda Miller at Mayor Bradley's office, and there is potential that he may attend the event himself. The following is suggested copy for you to review in consideration of "Muscle Beach Venice Day:"

PROCLAMATION  
MUSCLE BEACH VENICE DAY

Whereas, fitness and bodybuilding are trends set forth from the beaches of Southern California, demonstrating this community's encouragement of health-consciousness and fitness awareness to the world; and

Whereas, for decades men and women have enjoyed exercise and physique development activities at the Venice Beach Recreation Center's weight training facility; and .

Whereas, Venice is a landmark in the City of Los Angeles, and an example of a community dedicated to maintaining its civic pride; and

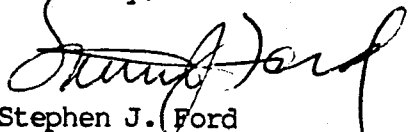
Whereas, the City of Los Angeles has moved to officially designate the world-famous Venice weightlifting "pen" as "Muscle Beach Venice":

Now, therefore, I Tom Bradley, mayor of the City of Los Angeles, do hereby proclaim May 31, 1987 as "Muscle Beach Venice Day" in the City of Los Angeles, in hopes that this model of good health and public pride will inspire other communities to recognize the importance of urban rehabilitation.

Naturally, please make changes and revisions to this copy as it suits you. I apologize for the short time period, however, the proclamation idea just occurred to us.

Thank you for your time and consideration of "Muscle Beach Venice Day." I will call you next week to learn your decision.

Sincerely,



Stephen J. Ford

*"The Body Building Capital Of The World"*

• 1800 Ocean Front Walk • Venice, California 90291 • (213) 399-2775 •



PROCLAMATION

# Muscle Beach Venice Day

WHEREAS, FITNESS AND BODYBUILDING ARE TRENDS SET FORTH FROM THE BEACHES OF SOUTHERN CALIFORNIA, DEMONSTRATING THIS COMMUNITY'S ENCOURAGEMENT OF HEALTH-CONSCIOUSNESS AND FITNESS AWARENESS TO THE WORLD; AND

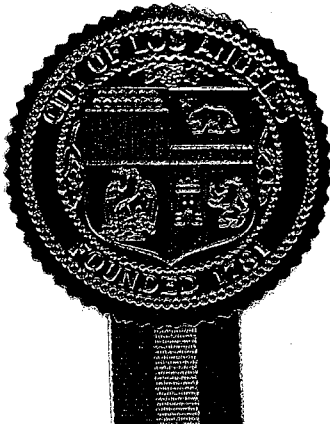
WHEREAS, FOR DECADES MEN AND WOMEN HAVE ENJOYED EXERCISE AND PHYSIQUE DEVELOPMENT ACTIVITIES AT THE VENICE BEACH RECREATION CENTER'S WEIGHT TRAINING FACILITY; AND

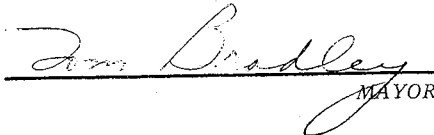
WHEREAS, VENICE IS A LANDMARK IN THE CITY OF LOS ANGELES, AND AN EXAMPLE OF A COMMUNITY DEDICATED TO MAINTAINING ITS CIVIC PRIDE; AND

WHEREAS, THE CITY OF LOS ANGELES HAS MOVED TO OFFICIALLY DESIGNATE THE WORLD-FAMOUS VENICE WEIGHT LIFTING "PEN" AS "MUSCLE BEACH VENICE";

NOW, THEREFORE, I, TOM BRADLEY, MAYOR OF THE CITY OF LOS ANGELES, DO HEREBY PROCLAIM MAY 31, 1987 AS "MUSCLE BEACH VENICE DAY" IN THE CITY OF LOS ANGELES, IN HOPES THAT THIS MODEL OF GOOD HEALTH AND PUBLIC PRIDE WILL INSPIRE OTHER COMMUNITIES TO RECOGNIZE THE IMPORTANCE OF URBAN REHABILITATION.

MAY 31, 1987



  
MAYOR

  
PRESIDENT LOS ANGELES CITY COUNCIL

January 4, 1988

Mr. Joe Gold  
World Gym  
812 Main St.  
Venice, CA 90291

I just wanted to drop you a note to let you know that I genuinely appreciated our follow-up discussion about the Muscle Beach Venice Project toward the end of last year, and to thank you for your special contribution to the effort.

Your suggestions, equipment and layout design insights, as well as encouragement have been most valuable. The Los Angeles City architects who visited with us at World Gym were particularly grateful for your advice about the fabrication of the future beach gym, and your time in taking them on a tour of the New World Gym. It's gratifying to know that city planners have now seen a real "World" Class gym by which they can measure the design of the future Muscle Beach Venice facility.

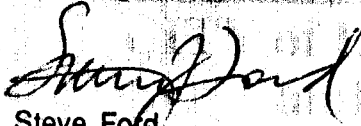
Ground breaking for the new construction is hoped occur in the second half of 1988, and when finished, the new center will be twice its current size. We members look forward to its upgrade and completion when it will again help support the Venice Community's image as being the bodybuilding capital of the world.

Thanks again for your encouragement and consideration, and for the many enjoyable hours I've had training in your gym. There will never be a facility with a match for the singing pulleys and smooth, cold, well aligned iron and steel that fills your World Gym. But we members at Muscle Beach hope our facility will one day come close!

I look forward to seeing you again soon. In the meantime, enclosed are some additional Muscle Beach materials for your review.

And, Happy New Year!

Best regards,



Steve Ford  
Member, Muscle Beach Venice

*"The Body Building Capital Of The World"*

• 1800 Ocean Front Walk • Venice, California 90291 • (213) 399-2775 •



October 29, 1987

Mr. Arnold Schwarzenegger  
Oak Productions  
321 Hampton Drive, Ste. 207  
Venice, CA 90291

Dear Arnold:

Though it has been several months since the Muscle Beach Venice renovation celebration and title unveiling occurred, I wanted to express my genuine gratitude for your support and encouragement.

As busy as your schedule is, it was especially meaningful to me that you took the time to review the status materials which I provided to you last year on the Venice Weight Pen name change and structural plans. Your ultimate endorsement to the city of Los Angeles was given significant consideration in its influence when it reached City Hall. Lynn Marks was particularly helpful and considerate in coordinating your response letters related to Muscle Beach Venice as well.

The result of this project effort has been not only the official title of "Muscle Beach Venice", but a firm commitment from the Recreation and Parks Department of Los Angeles to give increased attention to the outdoor weight training facility, as well as fully reconstruct it. Within two years we anticipate a training area twice as large as the current one, and a ramp-attached stage for future bodybuilding competitions. As a past member of Muscle Beach Venice, I'm sure you can appreciate the size increase alone -- it has been small for too long.

In sum, thanks for your consideration, endorsement, and advice on this project when we spoke briefly at Patrick's Roadhouse late last year. You helped to make possible a beachside improvement that will please many bodybuilding enthusiasts for years to come, as well as help the future upgrading of the Venice community.

This project, with both its challenge and reward, was a terrific education and experience for me -- and as you were unable to be present at the event, I've enclosed a photo of the moment the new sign was unveiled. You can see how fun it was. I'm certainly enjoying watching your continued success, and wish you the best in the future.

Sincerely,

  
Stephen J. Ford  
Member, Muscle Beach Venice

*"The Body Building Capital Of The World"*

• 1800 Ocean Front Walk • Venice, California 90291 • (213) 399-2775 •