



FOR IMMEDIATE RELEASE

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LOS ANGELES MAYOR GARCETTI CELEBRATES GRAND OPENING IN WATTS OF NEW FAST-FOOD EATERY BY CELEBRITY CHEF ROY CHOI; LOCAL PROVIDES SOUTH LOS ANGELES RESIDENTS WITH FRESH, HEALTHFUL FOOD

The City of Los Angeles provided equipment financing to help the restaurant get off the ground; youth employees hired by LocoL referred by nearby city-run South East L.A. YouthSource Center

LOS ANGELES—Mayor Eric Garcetti will attend the grand opening on Martin Luther King Day of LocoL, the new community driven fast food restaurant by L.A. chef Roy Choi conceived as a way to provide fresh, fast and affordable meals to South Los Angeles residents. Mayor Garcetti will join co-founders Roy Choi and Daniel Patterson at 12:45 p.m. at the sleek new eatery located at 1950 W. 103rd Street.

In opening LocoL, Choi and Patterson are focused on delivering high-quality, inexpensive fast food in an area where those options are limited. Patterson is a Bay Area chef who shares Choi's conviction that fast food can be cheap, tasty and healthful. The pair have ambitious plans to take the LocoL concept to other cities, including in San Francisco's Tenderloin District. "We are aiming to revolutionize fast food industry as we know it in America," Choi says on his LocoL's website. Choi gained fame for his Kogi Korean barbecue tacos sold out of a food truck and is a regular on the TV shows about chefs and the food industry.

The City of Los Angeles Economic & Workforce Department helped Choi finance the opening of the Watts location with \$275,000 in Community Development Block Grant funding for the purchase of restaurant equipment. CDBG funding is awarded to projects that help revitalize neighborhoods, one of Mayor Garcetti's goals. EWDD also administers a nearby YouthSource center, where community youths get help returning to school and preparing for careers. The youths were referred to Choi's team by the South East L.A. YouthSource Center, operated by Youth Opportunity Movement.

When fully operational, LocoL will create 27 jobs in the South Los Angeles community.

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