

PROMOTING HOLLYWOOD'S UNIQUE CULTURE AND LORE
DISCOVER HOLLYWOOD MAGAZINE CELEBRATES 25 YEARS

Arslanians to receive the Hollywood Star Award
from the Hollywood Chamber of Commerce

Oscar and Nyla Arslanian, publisher and editor of DISCOVER HOLLYWOOD Magazine are to be honored by the Hollywood Chamber of Commerce with the 2011 Hollywood Star Award at the annual Entertainment Industry Luncheon on November 16. The Hollywood Star Award is presented to people in the entertainment industry who have made a real contribution to Hollywood and to the industry. The Arslanians have been active in the Hollywood business and arts community for 30 years.

“Our focus was always on the most positive aspects of our community”, says Oscar Arslanian. “When most everybody had given up on the future of our world famous community, we kept polishing the jewel, promoting its most positive attributes, its arts and entertainment. Now, the jewel is starting to gleam again.”

DISCOVER HOLLYWOOD is a quarterly publication that provides residents and visitors information to access and explore the unique culture and lore of Hollywood, and is celebrating its 25th anniversary. The free publication, mailed directly to 35,000 homes and 40,000 more are distributed to hotels, entertainment venues, visitor centers and restaurants throughout greater Los Angeles, includes a daily calendar of live theatre, comedy and music performances and compelling articles focusing on Hollywood's culture and lore. It also serves as a directory with comprehensive listings of places of interest, shops, theatres, galleries, music and comedy clubs and features a three month calendar of arts and entertainment events. A digital version is available on line as well as an updated daily calendar at www.discoverhollywood.com which has been acknowledged as one of the most comprehensive in the city.

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DISCOVER HOLLYWOOD is advertising-supported and actually expanded when most other publications contracted in the economic downturn. “Niche publications are faring better than others; it was affordable to expand so I owe a debt of gratitude to our bank as well as our advertisers who stood by us,” says Arslanian.

Their firm, Arslanian & Associates, Inc., has credits in the entertainment industry as well. Oscar manages Hollywood Walk of Fame recipient Fabian, recording artists Chris Montez, Kathy Young, Johnny Tillotson and Merrilee Rush. He was at the forefront of the nostalgia music resurgence in the mid-1980s producing shows at such venues as the Greek Theatre and (then) Universal Amphitheatre. Both Arslanians have continuously been involved with community affairs in addition to their business ventures. Oscar served as Chairman of the Board of the Hollywood Chamber of Commerce in 1999-2000. Nyla is president of the Hollywood Arts Council.

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