



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

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## **SAN GABRIEL HONORS WHAM-O AT SAN GABRIEL BLVD BRIDGE**

SAN GABRIEL, CA – The City of San Gabriel, in partnership with the Alameda Corridor-East Project, unveiled a plaque and decorative installation commemorating the history of Wham-O at the San Gabriel Boulevard Bridge earlier today.

Featuring decorative Hula Hoops, the bridge – located footsteps away from Wham-O's original headquarters on East El Monte Street – celebrates Wham-O's founders Arthur "Spud" Melin and Richard Knerr for their imagination, entrepreneurship and passion.

"We're very proud to honor San Gabriel's past with these decorative elements celebrating Wham-O's history in San Gabriel," said San Gabriel Councilmember Juli Costanzo, who serves as the Chair for the ACE Project Committee. "These design flourishes will allow visitors to learn more about Arthur and Richard's tremendous spirit and the impact they had on our community."

A pioneer in the toy industry, Wham-O originally opened its San Gabriel factory in 1955, producing Frisbees, Hula Hoops, Slip 'N Slides, Superballs and other iconic toys for nearly 40 years.

"We are very excited and proud to be honored by the City of San Gabriel with a unique plaque celebrating the history of Wham-O and its founders," said Olyvia Pronin, Director of Marketing at Wham-O. "Arthur and Richard dedicated their lives to develop fun and unique toys that have created unforgettable memories for so many generations!"

A \$293.7 million project, the newly constructed 1.4 mile San Gabriel Trench eliminates crossing congestion, collisions and horn noise from trains carrying goods to and from the San Pedro ports. The project includes four new bridges for cars, trucks and pedestrians.

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