



FOR IMMEDIATE RELEASE

DAN FROOT & COMPANY LAUNCHES **SALA**, A FREE SERIES OF NEIGHBORHOOD GATHERINGS CELEBRATING LOCAL VOICES, LIVE PERFORMANCE, AND COMMUNITY

Four events in El Monte, Koreatown, Watts, and South Los Angeles will bring Angelenos together for literature, music, refreshments, and conversation.

LOS ANGELES, CA — Dan Froot & Company announces SALA, a new series of free neighborhood gatherings designed to bring Angelenos together through live literary performance, music, refreshments, and hospitality. Presented in partnership with community organizations across Los Angeles County, the four-event series will take place between July and September 2026 in El Monte, Koreatown, Watts, and South Los Angeles.

Named after the Spanish word for “living room,” SALA is a welcoming space for friends, families and neighbors to gather and enjoy listening to professional actors perform poetry and prose by local authors, accompanied by music, locally prepared food and drink, and opportunities to be in community.

Each SALA gathering will be rooted in the voices, stories, and cultural life of its host community. The programming will feature local writers and themes reflecting the unique histories and experiences of each neighborhood, while creating opportunities for audiences to engage across generations, backgrounds, and perspectives.

“SALA grew out of my desire to give back to the communities that have enriched my life,” said Dan Froot, Artistic Director of Dan Froot & Company. “Los Angeles is one of the most culturally vibrant places in the world, and I want to help direct resources toward celebrating those cultures and community voices. Gathering in community is a powerful antidote to social isolation and political polarization. Through sharing stories, food, music, and conversation, we can strengthen the relationships that make our neighborhoods thrive.”

At a time when many people spend increasing amounts of their lives online, SALA seeks to create warm in-person spaces of belonging. The series aims to expand access to free cultural experiences in neighborhoods underserved by arts programming. SALA also elevates writers whose voices are not always represented in mainstream cultural institutions.

This inaugural SALA series includes:

Saturday, July 18, 2026 – 7:00–9:00 p.m.

People’s Cafe
10809 Garvey Avenue
El Monte, CA 91733

Saturday, July 25, 2026 – 11:00 a.m.–1:00 p.m.

St. Mary’s Episcopal Church
961 South Mariposa Avenue
Los Angeles, CA 90006

Saturday, August 8, 2026 – 7:00–9:00 p.m.

Watts Happening Cultural Center (Mafundi Building)
1827 East 103rd Street
Los Angeles, CA 90002

Saturday, September 12, 2026 – 11:00 a.m.–1:00 p.m.

Community Services Unlimited
6569 South Vermont Avenue
Los Angeles, CA 90044

Admission to all events is free with registration. Registration link: <https://www.danfroot.com/sala>

SALA is presented by Dan Froot & Company in partnership with People’s Cafe/Memories of El Monte, Hunger Action Los Angeles, St. Mary’s Episcopal Church, Watts Happening Cultural Center, Friends at Mafundi, Watts Village Theater Company, and Community Services Unlimited.

This activity is supported in part by the California Arts Council, a state agency. Learn more at www.arts.ca.gov

ABOUT DAN FROOT & COMPANY

Dan Froot & Company is a Los Angeles–based nonprofit theater ensemble creating original, community-engaged projects that foster dialogue across difference. The company’s award-winning work has been presented locally, internationally, and throughout the United States, taking on such topics as hunger, generational trauma, and the gun debate with warmth, sensitivity, and humor.

For more information, visit
<https://www.danfroot.com/sala>



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