

2001 Press Releases

FOR RELEASE: December 26, 2001
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Planting the Seeds of Economic Growth at the Tournament of Roses

LOS ANGELES - For the second year in a row, the Los Angeles County Economic Development Corporation is a proud sponsor of the Tournament of Roses®.

As the premier business leadership organization in Los Angeles County, the LAEDC's mission is to attract, retain and grow businesses and jobs in the regions of LA County. "This sponsorship of the Tournament of Roses media headquarters, provides us with a forum to distribute valuable information to visiting media and the community regarding LA's creative and vital business environment" states LAEDC president and CEO, Lee Harrington.

Information bags containing pieces on how to do business in the various regions of Los Angeles, Industry resources, LA Fact Sheet, restaurant guides, visitor maps (courtesy of the AAA Club), a special LA Card with hotel, shopping and attraction discounts (courtesy of the LACVB), a calendar of major sports and entertainment events for 2002 and issues of the Los Angeles Business Journal will be distributed to the media at the Century City Plaza Hotel and at the Official Tournament of Roses® House in Pasadena starting December 26th through January 2nd.

The LAEDC is also the host for the official media luncheon at the Tournament of Roses® House, and will appear at a booth at the FanFest (12/29-1/2) where seed packets promoting the LAEDC's 1-800-NEW-HELP line for free business assistance will be distributed to the community.

The LAEDC is a private non-profit organization. As the premier business leadership organization, the LAEDC's mission is to attract, retain and grow businesses and jobs in the regions of Los Angeles County, as well as identifying trends and affecting positive change for the local economy. Since 1995, the LAEDC has helped in the creation of 56,632 jobs from 278 projects. The economic impact of those jobs translates into \$1.9 billion in salaries and more than \$222 million in tax revenue generated to support schools and local government in the LA County region annually.

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