



**Office of the Mayor
City of Los Angeles**

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CITY OF LOS ANGELES TO HOST NAACP 2011 CONFERENCE

Four-Day Gathering Expected to Generate \$11.4 Million Economic Impact Citywide

LOS ANGELES - The NAACP, the nation's oldest and largest civil rights organization, selected Los Angeles as the site of its annual conference, to be held July 23 - 28, 2011. The four-day gathering is expected to generate an economic impact of \$11.4 million citywide, with a total of nearly 13,000 hotel rooms expected to be booked for the occasion.

“Over the past century, the NAACP has stood at the forefront of progress - crossing the longest bridges and overcoming the highest hurdles in the pursuit of social justice and the end of discrimination,” Mayor Villaraigosa said. “Having such a distinguished and high-profile organization convene in our city for their 102nd anniversary speaks volumes to Los Angeles’ status as a premier convention city.”

The NAACP’s members are dedicated to the fight for social justice and include members of the entertainment industry, civil rights leaders, and faith-based leaders. The annual conference, which has previously been attended by President Barack Obama, helps to advance through Congress policies that are intended to further the civil rights agenda.

Delegates attending the NAACP's national convention convene annually to discuss programming as well as the legislative agenda for the upcoming year. Advocacy workshops covering a range of important and timely issues, such as voter registration and the new health care law, are just some of the topics addressed.

"The NAACP is proud to bring our 102nd Annual Convention to Los Angeles," stated NAACP Chairman Roslyn M. Brock. "We look forward to continuing the discussion on Civil Rights in this country in LA and invite all NAACP members, Californians, and Americans to join us."

"Los Angeles is a great city and the NAACP is excited to bring our 102nd Convention to the City of Angels," added NAACP President and CEO Benjamin Todd Jealous. "Los Angeles is a cutting edge city, and what happens in LA sets the tone for the country. We can think of no better city to host our convention."

Los Angeles City Council President Eric Garcetti attended the 2010 Convention in Kansas City and recently announced that LA will host the 2011 meeting. Also present to extend an invitation to the delegates to join the convention in LA, were Leon Jenkins, branch president of the Los Angeles branch of the NAACP and LA County Supervisor Mark Ridley-Thomas.

"By coming to a global capital like Los Angeles, the NAACP is ensuring that its message of equality can reach a global audience," Council President Eric Garcetti said. "The NAACP Annual Convention is one of the nation's premier gatherings, and its return after more than 30 years demonstrates how competitive Los Angeles has become in terms of accommodations, meeting facilities and entertainment offerings, particularly in Downtown."

"It is great news for Los Angeles that the NAACP will be holding their annual convention in Los Angeles," said Mark Liberman, president and CEO of LA INC. The Los Angeles Convention and Visitors Bureau. "LA is a city full of diversity; from our residents to our many different cultures, our unique landscape and eclectic neighborhoods, our unlimited attractions, shopping and restaurants. It is important that we continue to book conventions that reflect Los Angeles' diversity. The NAACP Convention will be a major highlight in the conventions that take place in LA in 2011."

"The Los Angeles Branch is pleased that the NAACP selected our city to host the 102nd Convention and we are excited to host members from across the country," said NAACP Los Angeles Branch President Leon Jenkins. "This is a major win for Los Angeles and we look forward to working with the NAACP and showing them the best that this world-class city has to offer."

Los Angeles, which has hundreds of daily direct flights to LAX from most major U.S. cities, is the third largest lodging market in the United States with nearly

100,000 guest rooms and suites. New urban resorts, such as the JW Marriott Los Angeles and The Ritz-Carlton, Los Angeles, coupled with conventional hotels and boutique-style inns, are exceptionally appealing to meeting planners whose needs call for hotels in all categories and price ranges. Convenient buses, known as DASH, operate throughout the Downtown district, quickly transporting people from one destination to the next including The Los Angeles Convention Center, STAPLES Center and L.A. Live, the new dining and entertainment campus adjacent to STAPLES Center.

LA INC. - The Los Angeles Convention and Visitors Bureau is a private, nonprofit business association whose primary mission is to market and promote Los Angeles as the premier site for meetings, conventions and leisure travel. LA INC. is recognized as the city's official tourism marketing organization. For more information, visit the official visitor information website of Los Angeles at www.discoverLosAngeles.com.

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