



**Los Angeles
Sports Council**

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L.A. Sports Council Web Site Wins Top Honors

LOS ANGELES (May 24, 2004) -- The Los Angeles Sports Council proudly announces that its web site has been named the “**Outstanding Web Site**” for 2004 by the National Association of Sports Commissions (NASC). The site, www.lasports.org, is devoted solely to information and promotion of Southern California sports.

The NASC, based in Cincinnati, is an industry group representing over 275 organizations from 225 cities across the country. Its members include virtually all the sports councils in the U.S., plus convention and visitors bureaus, event rights holders, colleges and universities, and vendors and suppliers to the sports event industry.

A panel of committee members belonging to the association reviewed all entries. Judging was based on the following criteria: creativity; ease of navigation; effectiveness in marketing objectives; use of interactivity (i.e. online registration, etc.).

The Sports Council competed against similar organizations with annual budgets above \$300,000. The winner was announced at the NASC’s annual Sports Event Symposium, which was recently held in Jacksonville, Fla.

The site was designed by Apollo Interactive of Culver City, Calif., and the content provided by Richard Perelman of Perelman, Pioneer & Co., a Los Angeles event marketing firm.

“We think the site does an excellent job of presenting our organization to various segments of the public: From the casual sports fan to those in the sports industry, with a particular emphasis on those who are seeking information about Los Angeles area facilities as a potential site for future events,” said David Simon, Sports Council president.

One of the most useful components on the site is found on a well organized home page, which features a comprehensive daily and weekly sports schedule as well as direct links to all of the area’s professional teams and most of the major collegiate teams.

“Sports fans can find out what events are taking place in our area, where our local college and pro teams are playing and how to buy tickets” said Simon. “It’s unique in that nowhere else are you able to find that information all in one place.”

The Los Angeles Sports Council is a private, nonprofit organization that encourages economic and community development through the promotion of spectator sports programs in the Los Angeles and Orange County area. For information regarding the National Association of Sports Commissions, visit www.sportscommissions.org.

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