

T O R R A N C E

FOR IMMEDIATE RELEASE

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Deadline for the Second Annual Torrance Advantage Awards Extended Until Friday, March 6, 2009

Torrance, Calif., February 26, 2009 – The City of Torrance Office of Economic Development announced the extension of the application for the second annual Torrance Advantage Awards (TAA) 2008. Applications are now available at www.torrnet.com/TAA.htm and **the new deadline is 5:00 p.m. on March 6, 2009.**

Winners will receive a crystal “Torrance Advantage Award”, \$200 toward operating expenses along with a letter of recognition from the Mayor, publicity opportunities, and public recognition at the TAA Awards Ceremony. Winners will be announced at the Torrance Advantage Awards Ceremony to be held on March 26, 2009 from 5:00 p.m. – 7:00 p.m. at the Doubletree Hotel Torrance/South Bay.

The Torrance Advantage Awards showcases innovative economic development strategies, best practices, and outstanding results. Awards will be given in four categories:

- **People to People Award** will honor an organization’s excellence in enhancing employment opportunities in Torrance. Additionally, it will honor an organization’s commitment to its current employees and investments in their talented and skilled workforce.
- **Enriching the Community Award** will recognize businesses for their excellence in contributing to the prosperity of Torrance through increase in revenue and tax base.

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- **Quality of Life Community Investor Award** will honor businesses whose products, systems, methods and services contribute significantly to the improvement of the quality of life of the Torrance community. Moreover, the Award will recognize businesses that take the extra step and serve the community. Businesses who contribute to the greening of the community may also be recognized separately for their efforts in this area.
- **Long-Term Investor** will honor businesses who have demonstrated excellence throughout the years with sustained success. The City will honor businesses who exhibit long-term success and commitment to investing in the economic development of the community through partnerships, innovative strategies and continuous effort toward progress.

For more information about this event you can call the Office of Economic Development at (310) 618-5807 or visit www.tornet.com/TAA.htm.

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