

# T O R R A N C E

## **FOR IMMEDIATE RELEASE**

**Contact:** Fran Fulton  
Economic Development Manager  
(310) 618-2875  
[FFulton@torrnet.com](mailto:FFulton@torrnet.com)  
[www.torrnet.com](http://www.torrnet.com)

### **City of Torrance Invites All Torrance Businesses to Apply for the Second Annual Torrance Advantage Awards**

**Torrance, Calif., February 3, 2009** – The City of Torrance Office of Economic Development invites all Torrance businesses to apply for the second annual Torrance Advantage Awards (TAA) 2008. Applications are now available at [www.torrnet.com/TAA.htm](http://www.torrnet.com/TAA.htm) and due by **5:00 p.m. on February 26, 2009.**

According to Mayor Frank Scotto, “This is our way to recognize the contributions of Torrance businesses and encourage others to continue to do so. In these challenging economic times, the City of Torrance wants to thank the businesses for all they do to help keep Torrance’s local economy strong. I sincerely hope all businesses apply.”

The Awards will showcase 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.

- more -

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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.

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

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