

# T O R R A N C E

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## **FOR IMMEDIATE RELEASE**

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### **City of Torrance to Announce and Honor Eight Torrance Businesses as winners of prestigious Torrance Advantage Awards**

**Torrance, Calif., March 23, 2011** – The City of Torrance Office of Economic Development will be announcing and honoring eight local Torrance businesses as winners of the fourth annual Torrance Advantage Awards (TAA) at a ceremony to be held tomorrow, Thursday, March 23, 2011, 5:00 p.m. at the Toyota Automobile Museum, 19600 Van Ness Avenue. Event attendees may tour the Museum starting at 4:00 p.m.

Torrance Advantage Awards ceremony showcases businesses that, in 2010, have demonstrated innovative economic development strategies, best practices, and outstanding results, all of which contribute to the quality of life in the city of Torrance. Winners receive a the prestigious “Torrance Advantage Award crystal trophy”, \$200 to help with basic operating expenses, a signed letter of recognition from the mayor of Torrance and will be featured in City’s promotions such as the website, Torrance Seasons and other advertising avenues. Given business’ struggles throughout the past year with a downturn economy, the City of Torrance commends businesses who continue to contribute to the Torrance community in numerous ways.

Eight Torrance Advantage Awards will be given under the following four categories to businesses who applied:

- **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.

Previous winners have included companies such as Ledtronics, Inc., Aurora Systems Consulting, Inc., Kaiser Permanente, Chef Shafer's The Depot, Knowledge Adventure, Barrister Executive Suites, Ron's Body Shop, ExxonMobil, among others.

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

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