

T O R R A N C E

FOR IMMEDIATE RELEASE

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City of Torrance Honors Eight Torrance Businesses at the Fourth Annual Torrance Advantage Awards

Torrance, Calif., March 24, 2011 – On Thursday, March 24, 2011, the City of Torrance Office of Economic Development honored local businesses for their innovative economic development strategies for the year 2010. Winners were announced and recognized at the fourth annual Torrance Advantage Awards ceremony held at the new Toyota Automobile Museum, which recently reopened at the new location at 19600 Van Ness Avenue.

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. Award winners in the four different categories included:

Enriching the Community Award recognizes businesses for their excellence in contributing to the prosperity of Torrance through increase in revenue and tax base.

- ***Cookin’ Stuff.***
- ***Scott Robinson Honda***

Quality of Life Community Investor Award recognizes businesses whose products, systems, methods and services contribute significantly to the improvement of the quality of life for the Torrance community. Moreover, the Award recognizes businesses that take the extra step and serve the community.

- ***Luminit***
- ***Miyako Hybrid Hotel***

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People to People Award recognizes an organization's excellence in enhancing employment opportunities in Torrance. It also recognizes an organization's commitment to its current employees by investing in their talents and skills.

- ***YogaFit***
- ***Home Instead Senior Care***

Long-Term Investor Award recognizes businesses that have demonstrated excellence throughout the years with sustained success through partnerships, innovative strategies and continuous effort toward progress.

- ***Lauridsen Ballet Centre***
- ***Toyota Motor Sales, Inc.***

The City of Torrance congratulates all Award recipients and encourages all Torrance-based businesses to become involved and participate in the 2011 Torrance Advantage Awards. For more information or any questions, please contact the Economic Development Office at 310-618-5807 or EconomicDevelopment@TorranceCA.Gov.

About the Torrance Advantage Awards
www.TorranceCA.Gov/TAA.htm

In its fourth year, the City of Torrance developed the Torrance Advantage Awards to recognize innovative economic development strategies of local significance and to say thank you to the invaluable contributions of Torrance businesses to Torrance's strong economy.

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