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WAYNE GRETZKY AWARDED THE LA SPORTS & ENTERTAINMENT AMBASSADOR AWARD OF EXCELLENCE

LOS ANGELES, CALIFORNIA (May 24, 2010) – Known as “The Great One”, hockey legend **Wayne Gretzky** was honored on Monday, May 10 when the LA Sports & Entertainment Commission (LASEC) hosted its exclusive **11th Annual LASEC Golf Classic** at The Riviera Country Club in the Pacific Palisades.

At this year’s dinner, Gretzky was honored with the prestigious *LASEC Sports & Entertainment Ambassador Award of Excellence*. This award was established to recognize and honor the individual who best exemplifies the highest qualities of outstanding achievement in his or her field and, through this work, projects a positive image for the City of Los Angeles.

LASEC is the official organization for the City of Los Angeles to seek, host, promote and retain major sporting and entertainment events that positively impact the local economy by attracting visitors to the city, giving them a reason to stay longer and return more frequently. LASEC is a private nonprofit organization and an affiliate of LA INC. The Los Angeles Convention and Visitors Bureau.

LASEC's Official Marketing Partners include American Airlines, Classic Party Rentals, Enterprise Rent-A-Car, Farmer John, Longo Toyota-Scion-Lexus, Majestic Realty Co., Pacific Palms Resort, Penske Motor Group, Sprint and Wells Fargo. For more information about LASEC events, please visit www.lasec.net.



Photo left to right: Robin Richards, longtime friend of Gretzky’s and President and CEO, Internships.com; Wayne Gretzky, NHL Hall of Fame; and Kathryn Schloessman, LASEC President.

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