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LA Sports & Entertainment Commission and Pasadena Tournament of Roses launch Sales and Marketing Internship

Interns from local universities aid Tournament of Roses' sponsorship efforts

LOS ANGELES (June 7, 2011) – The LA Sports & Entertainment Commission (LASEC) and the Pasadena Tournament of Roses are joining forces to create a Tournament of Roses Sales & Marketing Internship Program. This joint venture will help broaden The Tournament of Roses' reach in the Los Angeles market.

“This program will help us create a new and exciting buzz around the 2012 Rose Bowl Game and Rose Parade,” said Kathryn Schloessman, LA Sports & Entertainment Commission president. “We have a tremendous relationship with The Tournament of Roses and we are committed to helping the organization elevate their brand to a higher level in Los Angeles.”

Ten interns from top universities were selected from the numerous applications received. The internship program will include a series of professional development days, where the interns will visit and hear from executives from all the top sports organizations in Los Angeles. The internship will run from June through August, with the interns continuing their involvement, back on campus, through the Rose Bowl Game and Rose Parade, being held in Pasadena on January 2, 2012.

“The Tournament of Roses is heading in an exciting direction and we are looking forward to the new ideas and perspectives that these interns will contribute to our organization's sales, sponsorship and marketing efforts,” said Sheri Wish, chief revenue officer, Tournament of Roses.

The objective of the Tournament of Roses Sales & Marketing Internship program is to assist the Tournament of Roses' sponsorship sales and activation efforts on both the Rose Parade and the Rose Bowl Game. The Tournament of Roses and LASEC are combining their marketing efforts to strengthen the Tournament of Roses' brand in the college market.

LASEC's Tournament of Roses Sales & Marketing Internship is the third in a series of college internship programs that the organization has run in the last year. The Los Angeles Pac-10 Marketing Internship and the NBA All-Star Sales & Marketing Internship were both highly successful internship programs that added tremendous value to the events that they helped market and promote.



LA SPORTS & ENTERTAINMENT COMMISSION

AN AFFILIATE OF LA INC. THE CONVENTION & VISITORS BUREAU

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. These events attract visitors to the city, give them a reason to stay longer and return more frequently and reinforce Los Angeles as an event destination for national and international visitors. Created in 1995, LASEC is a private, non-profit organization and an affiliate of LA INC. The Los Angeles Convention and Visitors Bureau. For more information on LASEC, please visit www.lasec.net.

The Pasadena Tournament of Roses is a volunteer organization that annually hosts the Rose Parade® presented by Honda, Rose Bowl Game® presented by VIZIO and various associated events. The 123rd Rose Parade presented by Honda, themed “Just Imagine,” will take place Monday, Jan. 2, 2012, at 8 a.m. (PST) featuring majestic floral floats, high-stepping equestrian units and spirited marching bands. Following the parade, the 98th Rose Bowl Game presented by VIZIO will kick off at 1:30 p.m. and feature an exciting match-up between two of the top collegiate football teams in the nation.

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