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City of Los Angeles**

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**FOR IMMEDIATE RELEASE
June 9, 2010**

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Mayor Villaraigosa Announces the Selection of Los Angeles for American Heart Association's 2012 Scientific Sessions Convention

The event will have an economic impact of \$42 million for Los Angeles

LOS ANGELES— Mayor Antonio Villaraigosa announced today that American Heart Association, a national voluntary health agency whose mission is to build healthier lives free of cardiovascular disease and stroke, has selected Los Angeles for its annual Scientific Sessions meeting from Nov. 3-7, 2012. This is the first time the association has held its national convention in LA. More than 28,000 delegates are expected to attend the four-day event that will use approximately 45,000 hotel room nights.

“The booking of this convention is another big win for the City of Los Angeles. The American Heart Association will have an economic impact of \$42 million for LA, which will benefit a cross-section of businesses and communities,” said Mayor Villaraigosa. “The City has rightfully earned a reputation for being one of the west coast’s premier cities for conventions requiring thousands of hotel rooms, unique venues with enormous square footage, and first-class restaurants and arts and entertainment options.”

The American Heart Association’s Scientific Sessions, touted as one of the nation’s top five annual medical conventions, attracts physicians from around the world – especially Japan, Germany and France – and is structured around principles that reflect the evolution of scientific investigation and practice. This convention has most recently met in Chicago, Dallas, New Orleans and Orlando.

“I am pleased that the American Heart Association’s Scientific Sessions will be coming to the City of Los Angeles,” said Mariell Jessup, M.D., chair of the American Heart Association’s committee for Scientific Sessions program and professor of medicine at

the University of Pennsylvania School of Medicine in Philadelphia. “This scientific meeting is core to our mission, so it’s important that the event is held in a dynamic destination like Los Angeles. Not only did we choose LA for its stellar services and abundance of amenities, but we needed to feel confident that the scope of our needs, especially the facilities and accommodation requirements, would be fulfilled.”

The Scientific Sessions convention will utilize the Los Angeles Convention Center and nearly 30 hotels across the City as well as dozens of venues and restaurants for off-site events. LA is the third largest lodging market in the U.S., with nearly 100,000 guest rooms and suites making Los Angeles attractive to planners of larger-size conventions.

“This is great news for Los Angeles as a convention of this size will touch all regions of the city,” said Mark Liberman, president and CEO of LA INC. The Los Angeles Convention and Visitors Bureau. “In addition, medical meetings are highly desirable to a destination as they tend to attract a high percentage of international delegates who stay longer, spend more money and bring additional revenue to the city,” said Liberman. “With 48 percent of the American Heart Association attendees coming from international destinations, Los Angeles International Airport with its air service to 61 international cities and 125 international flights a day is a strong benefit for LA in attracting these types of conventions.”

Another key benefit to the City of LA is the internationally renowned Los Angeles Convention Center (LACC). It is among the most technologically advanced convention and exhibition centers in the world and attracts over 2.5 million annual visitors. The LACC was the first building in LA to be certified in Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB), as awarded by the U.S. Green Building Council (USGBC).

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