



**Office of the Mayor
City of Los Angeles**

ANTONIO R. VILLARAIGOSA

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MAYOR VILLARAIGOSA ANNOUNCES LOS ANGELES AS HOST OF THE AMERICAN ASSOCIATION OF MUSEUMS CONVENTION

The annual American Association of Museums event is expected to draw 6,000 Attendees and generate \$12 Million in revenue for Los Angeles

LOS ANGELES-- Mayor Antonio Villaraigosa today announced that the City of Los Angeles will host the American Association of Museums Convention, May 23-26. The Mayor's Office of Economic and Business Policy team worked closely with officials to bring the global conference to the City based on the area's world-class conference facilities, hotels, restaurants and entertainment.

The convention is expected to draw some 6,000 museum professionals from around the world and result in nearly \$12 million in economic impact to the local economy.

"Cultural leaders around the world have come to rightfully recognize Los Angeles as one of the world's leading cultural centers," said Los Angeles Mayor Antonio Villaraigosa. "It's only natural that the preeminent annual gathering of museum leaders would be held in the art capital of the 21st Century. We welcome these distinguished professionals representing the very best museums, art centers, aquariums, zoos, botanical gardens, historic sites and science centers to Los Angeles."

The last time the AAM held its annual meeting in Los Angeles was in 1998, shortly after the \$2.8 billion Getty Center opened its doors.

“It’s a tremendous credit to LA’s civic and cultural leaders that they successfully brought the AAM convention to LA,” said Jeff Rudolph, President and CEO of the California Science Center and co-chair of the AAM’s local host committee. “This is one of the most coveted conventions in our business, and it will provide LA with an enormous opportunity to further worldwide awareness and appreciation of the richness and diversity of LA’s immense cultural offerings.”

“The AAM convention is a double-win for Los Angeles,” said Mark Liberman, President and CEO of LA INC. The Los Angeles Convention and Visitors Bureau. “It brings much welcome revenue to our city and at the same time it focuses worldwide attention on the abundant and vibrant cultural offerings that await visitors to Los Angeles.”

The AAM meeting also includes satellite events throughout the city that will distribute its economic impact to neighborhoods and communities outside the immediate vicinity of the Convention Center.

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