



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

## **ANTONIO R. VILLARAIGOSA**

**FOR IMMEDIATE RELEASE  
July 1, 2010**

**Mayor's Office Contact:** Rachel Kruer  
213-978-0741

**LA INC. Contact:** Carol Martinez  
213-236-2357

### **MAYOR VILLARAIGOSA WELCOMES ANIME EXPO TO LA, ANNOUNCES ITS RETURN IN 2011, 2012 and 2013**

*Anime Expo Three-Year Commitment Expected to Fill 30,000 Hotel Rooms and  
Generate \$108 Million for Los Angeles*

**LOS ANGELES** — Mayor Antonio Villaraigosa visited the Los Angeles Convention Center today to welcome the return of Anime Expo to the City of Los Angeles for the third time. The four day gathering is the nation's largest anime and manga convention and organizers have announced their intention to hold the convention in Los Angeles through 2013. Collectively, this event is expected to generate more than \$100 million citywide in the next three years.

"Los Angeles is the perfect host city for this event thanks to our many local companies specializing in cutting-edge technology, our irrefutable standing as the epicenter of the entertainment industry, and Downtown LA's immaculately planned infrastructure," Mayor Villaraigosa said. "In addition to hotel rooms in every price range, we have a state of the art venue to support a convention of this magnitude. We are thrilled that the Anime Expo has already pledged to return for the next three years. It is a true testament to LA's status as a world-class destination for conventions."

This is the third time in the event's 19-year history that it has chosen Los Angeles as its host city. This year's Anime Expo — organized by the Society of Promotion for Japanese Animation and touted as AX 2010 — is expected to generate a \$24 million economic impact on the City with a total of 7,200 hotel room bookings.

Some 50,000 attendees, a mix of industry professionals and enthusiastic fans, will be housed at hotels throughout Downtown Los Angeles, including JW Marriott Hotel Los Angeles at L.A. LIVE, Ritz-Carlton Los Angeles, Hilton Checkers Los Angeles, Kawada Hotel, Los Angeles Athletic Club, Hotel Figueroa, Sheraton Los Angeles Downtown, The Westin Bonaventure Hotel & Suites, Los Angeles Marriott Downtown, Wilshire Grand Los Angeles, Millennium Biltmore, and Omni Los Angeles Hotel.

“What makes this event unique is that it isn’t limited to industry-only professionals,” said Mark Liberman, president and CEO of LA INC., the Los Angeles Convention and Visitors Bureau. “The public is also invited, which has the potential to generate additional revenue in extended stays, especially at the start of the Fourth of July holiday weekend. It’s an opportunity for LA to showcase its many restaurants, attractions, unique neighborhoods and cultural venues as one of the nation’s most desirable tourist destinations.”

AX 2010 serves to foster trade, commerce and the interests of the general public and animation industry. Under the direction of Michael Lattanzio, CEO of the non-profit Society of Promotion for Japanese Animation, the expo has significantly grown this year, both in terms of attendance and company participation. The convention brings together devoted fans, business professionals, enterprising students, and trendsetters who convene to discuss ongoing trends and speculate on the impact Japanese animation will have on the U.S. and international markets at large. AX 2010 promises to showcase new developments with product branding playing an instrumental role on the convention floor.

“Anime is grounded in a sense of flair, showmanship, romance and adventure wrapped in a blanket of creativity. So is our expo and so is Los Angeles,” Lattanzio said. “It’s the perfect pairing. We’re excited about our commitment to the city.

"The Los Angeles Convention Center wholeheartedly looks forward to the continuation of its successful partnership with Anime Expo as thousands of anime and manga enthusiasts will come home to celebrate the largest convention of its kind in North America," said Pouria Abbassi, P.E., CEO and General Manager of the Los Angeles Convention Center. "We are fortunate to experience the energy of this great event."

AX 2010 will take place at NOKIA Theatre, NOKIA Plaza and the Los Angeles Convention Center.

# # #