



## **FOR IMMEDIATE RELEASE**

### **THE LOS ANGELES CONVENTION CENTER FURTHERS COMMITMENT TO ENVIRONMENTAL INITIATIVES**

***LACC joins JMIC's Net Zero Carbon Events Initiative to reduce carbon emissions, completes successful e-waste donation drive, given Global Green Business Award***

LOS ANGELES (November 30, 2021) - The Los Angeles Convention Center (LACC), owned by the City of Los Angeles and managed by ASM Global, the global leader in venue and event strategy and management, elevates its commitment as stewards of the environment.

The LACC recently joined JMIC's Net Zero Carbon Events Initiative alongside 200+ event industry organizations. The united pledge, made earlier this month during COP26, the UN Climate Change Conference, collectively represents and demonstrates the commitment of the event industry community to fight climate change and develop a roadmap for a net zero carbon future for events.

Additionally, to recognize America Recycles Day 2021, the LACC teamed up alongside **human-i-t** for a Tech Donation Drive. During the week of November 15, 2021, the LACC helped to reduce e-waste by collecting unwanted technology and giving it a new purpose. Approximately 900 pounds of equipment (such as laptops, monitors, cell phones and power cords) were collected from employees and partners of the LACC. These items will be repaired or used for parts to create refurbished technology which is then donated to underserved communities to promote digital inclusion.

Ellen Schwartz, General Manager of the LACC commented, "As a LEED® Gold certified facility we are pleased to be associated with such distinguished organizations that enable the LACC to move the needle even further on our sustainability initiatives. We have been committed to the environment for many years now and look forward to the future as we join forces with even more organizations who align with our mission."

Estella Flores, LACC's Vice President of Operations added, "The LACC's commitment toward the protection of our planet has never been stronger. We take steps every day improve our operational commitment as it relates to the environment and will not lose sight of our obligation until we are truly a net zero facility."

Additionally, the Los Angeles Convention Center has been recognized with the Global Green Business Award 2021 for Best Meeting & Convention Facility in California by Acquisition International for its ongoing commitment sustainability efforts. In what has been named the "Decade of Action," the Global Green Business Awards 2021 looks to distinguish and award businesses that demonstrate essential innovation in corporate sustainability to reduce carbon emissions.

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**About the Los Angeles Convention Center**

The Los Angeles Convention Center (LACC) is renowned internationally as a prime site for conventions, trade shows, and exhibitions. Owned by the City of Los Angeles and professionally managed by ASM Global, the LACC attracts over 2.5 million visitors annually. The facility is an integral economic component to the Southern California area, generating economic benefits through attendee direct and indirect spending and sustaining over 12,500 local jobs. The LACC also remains an enduring symbol of environmental sustainability and social responsibility and is proud to be a LEED® Gold certified facility. The LACC was the first Convention Center on the West Coast to be awarded the GBAC certification. Additionally, the LACC strictly adheres to the ASM Global **VenueShield** Program. For more information, please visit [lacclink.com](http://lacclink.com).

**About ASM Global**

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management – delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 325 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues.

For more information, please visit <http://www.asmgobal.com>