



PRESS RELEASE

FOR IMMEDIATE RELEASE

LABTA presents: The Wonderful World of Travel and Diversity

On Friday, November 7th the Los Angeles Business Travel Association (LABTA) will send 650 elementary school children on a trip around the world . . . at least in their imaginations.

On that day, LABTA will sponsor “The Wonderful World of Travel and Diversity”, a half-day event designed to foster children’s knowledge of the world around them. Under the leadership of Principal, Dr. Genevieve Shepherd, whose school motto is “*Anything a mind can conceive, and then can believe, can be achieve*”, will be put to work when Sara Bailey, Director of Special Events, LABTA, brings “The Wonderful World of Travel and Diversity” to Thomas Bradley Environmental Science & Humanities Charter Magnate Elementary School.

The day’s events, which will be held on the school premises, will begin at 8:15 am, when the students will convene for a fun general assembly, which will include three cultural performances and a lesson on distance and miles. After that, students will receive their passports (complete with photo) and will embark on an adventure to four different areas of the world, where they will experience the sights and sounds of different countries and cultures.

More than 75 travel industry representatives, all members of LABTA, including American Express, Avis, British Airways, CarlsonWagonlit Travel, Diners Club, Hilton Hotels, Lufthansa, Marriott, Music Express and United Airlines) are contributing time and resources to this worthy event.

(More)

LABTA is the authoritative voice of business travel management in Los Angeles and is the largest single-city chapter of the National Business Travel Association. Membership is comprised of corporate travel executives and associates from the airlines, hotels, ground transportation companies, and other travel services providers. The organization's major missions are to support education for its membership and to serve the Los Angeles community by providing resources to increase understanding of the world and the role business travel plays in our economy.

Los Angeles Business Travel Association (LABTA)

LABTA is the authoritative voice of business travel management in Los Angeles. Founded in 1970, this non-profit organization is the largest National Business Travel Association (NBTA) chapter in the US with current membership exceeding 250 members. Membership is comprised on corporate travel executives and associates from the airlines, hotels, ground transportation and other travel service providers

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