



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### **LOS ANGELES BUSINESS TRAVEL ASSOCIATION PRESENTS "OUR DIVERSE UNIVERSE"**

LOS ANGELES, CALIFORNIA, September 10, 2004-On Friday, October 22, 2004, LABTA will present its fourth annual Travel Fair at Angeles Mesa Elementary School in South Central Los Angeles. The theme this year is: "Our Diverse Universe."

On this day - these Los Angeles City School students will "travel with LABTA" and take a trip around the world . . . and experience . . . "Our Diverse Universe".

The half-day event is designed to foster children's knowledge of the world around them. Under the leadership of Principal, Arlene Vavasseur-Fortier the students will be put to work when Sara Bailey, Director of Community Services, arrives for business!"

Held on the school premises, the day's events will begin at 8:15 am, when the students convene for a fun general assembly, including a variety of cultural performances and a lesson on distance and miles after which the students will receive their passports (complete with photo) and embark on a virtual adventure to four different areas of the world, experiencing 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 their time and resources to this worthy event.

Earlier this year the LABTA presented and on behalf of the Los Angeles Unified School District School Board Member Marguerite LaMotte accepted; photos and a video of past year's programs where she expressed her excitement and enthusiasm about the partnership created between LABTA and the School District around this event. Recognized by its national organization (the National Business Travel Association) for its active Community Service projects; the Los Angeles Business Travel Association works with elementary school students and recently partnered with the Urban Educational Partnership hosted "Academy of Travel and Tourism" which mentors high school students from Fremont and Belmont High Schools helping prepare them for careers in the Travel Industry.

(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

Contact Information:

Sara Bailey, Director of Community Services  
(818) 848-5578