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FOX Sports' Ed Goren Honored At 2011 LASEC Golf Classic

LOS ANGELES, CALIFORNIA (May 10, 2011) - The LA Sports & Entertainment Commission hosted its **12th Annual LASEC Golf Classic** at The Riviera Country Club in Pacific Palisades yesterday. One of the most recognized and most respected names in sports television, **Ed Goren**, Vice Chairman of FOX Sports Media Group was presented with the prestigious *LASEC Sports & Entertainment Ambassador Award of Excellence* in honor of his many accomplishments in the sports broadcasting field.

Ed Goren, Vice Chairman of FOX Sports Media Group, is a 46-time Emmy Award winner and served as the Executive Producer of FOX Sports for 15 years before being promoted to his current position. Goren oversees all aspects of FOX Sports' television investments and partnerships, spearheading the division's strategy of pursuing major event programming to ensure the network's position as a premier sports broadcaster.

"We were thrilled to honor Ed Goren at our event," said LASEC President Kathy Schloessman. "He has been instrumental in the evolution of the sports broadcasting industry and he is a true leader in the world of sports media."

Sponsors for the event included American Airlines, Classic Party Rentals, Covington Capital Management, Enterprise Rent-A-Car, Farmer John, First American Title Insurance Company, LA INC. The Los Angeles Convention and Visitors Bureau, Longo Toyota-Scion-Lexus, Majestic Realty Co. and Pacific Palms Resort, Pillsbury Winthrop Shaw Pittman LLP, Sidley Austin LLP, Sprint, State Farm, Wells Fargo and Western Asset Management Company.

Event participants included Aikenhead, Cipes & Supanich, Amgraph, Fox Sports West & Prime Ticket, Grandpoint Bank, Hudson Capital LLC, Legends at the Rose Bowl, Los Angeles Dodgers, Occidental Petroleum Corp., Outbox Enterprises, and Young's Market Company.

Donors and hole sponsors included Amadeus Spa, Auto Club Speedway, BRockcom, Callaway Eyewear, CMPR, Fox Sports, Golf Tips Magazine, Oakland Raiders, Pac-10 Properties, Plop Golf, Roger Gunn – Golf Pro, Skinny Water, Sport Chalet, TaylorMade Golf Company, The Chase Foundation, and Wahoo's Fish Taco.

Net proceeds from the event benefited LASEC, a private nonprofit organization and an affiliate of LA INC. and The Los Angeles Convention and Visitors Bureau. LASEC is the official organization for the City of Los Angeles to seek, host, promote and retain major sporting and entertainment events that positively impact the local economy by attracting visitors to the city, giving them a reason to stay longer and return more frequently. For more information on LASEC, please visit www.lasec.net.



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LASEC Sports & Entertainment Ambassador Award of Excellence Honoree, Ed Goren, and LASEC President, Kathryn Schloessman at the 12th Annual LASEC Golf Classic.

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