

# LOS ANGELES REGISTER

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## El Segundo honors L.A. Kings, outlines plans to bring businesses to city

As part of El Segundo's new business marketing campaign, the Los Angeles Kings hockey team was honored with the first Champions of Business Award on Wednesday at Pacific Corporate Towers.

The Kings, who practice and train at the Toyota Sports Center in El Segundo, were "welcomed back to work" by Mayor Suzanne Fuentes and other city officials to defend their 2014 Stanley Cup Championship title.

"This is our inaugural award, and it's to recognize businesses that are bringing national and global attention to El Segundo. And there's nobody who personifies that more recently than the Los Angeles Kings," said Fuentes,



JOSH MORGAN, STAFF PHOTOGRAPHER

**Daryl Evans of the Los Angeles Kings, left, accepts this year's "Champions of Business" award from the city of El Segundo during a gathering Wednesday at the PCT Office Tower in El Segundo.**

noting the team's 15-year residency in El Segundo.

Daryl Evans, the Kings'

on-air commentator and a former player, accepted the award on behalf of the team.

El Segundo's business marketing campaign, "Where Big Ideas Take Off," is a push to attract new businesses to the city using programs such as the "One Hundred at One Hundred," which aims to welcome at least 100 new businesses to El Segundo by 2017, the 100th anniversary of the city.

"We started off with Mattel, DirecTV, Boeing, Raytheon, and now we have these great startup companies like Millennium Space Systems," Fuentes said.

"So we are recruiting these business to town, and we are showing them all of the capabilities and infrastructure and access that they get when they come to El Segundo."

Another component of the

campaign is [elsegundobusiness.com](http://elsegundobusiness.com), designed to showcase the city's 11 districts and its transportation, real estate, environment, culture and amenities.

The website "has a lot of valuable information for anybody looking to bring a business into town," Fuentes said.

Plans to host events for Southern California-based commercial brokers and to install banners that outline the city and each district also are in the works for the campaign, she said.

"If people aren't familiar with El Segundo, once they read that, they are going to know a lot about the city and what we can do for them."