

**FOR IMMEDIATE RELEASE**  
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## **LAEDC Announces 2012 Eddy Awards® Honorees**

*Earvin “Magic” Johnson, NBCUniversal, and Caltech to be recognized at November 8<sup>th</sup> gala for their extraordinary leadership in business, education, and the greater Los Angeles community*

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**LOS ANGELES, CA** - The Los Angeles County Economic Development Corporation (LAEDC) today announced Earvin “Magic” Johnson, NBCUniversal, and CalTech as its 2012 Eddy Awards® honorees. Inaugurated in 1996, the annual Eddy Awards® gala has become the most important economic development award program in the state of California. This year’s 17<sup>th</sup> anniversary event will be held on Thursday, November 8, 2011, at the Beverly Hilton Hotel.

“I want to congratulate the 2012 Eddy Awards® honorees and welcome them to an extraordinary group of leaders and visionaries that have left their mark on Los Angeles County over the past 17 years,” said LAEDC Chief Executive Officer Bill Allen. “In each of their respective fields, whether in business, entertainment, education, or community service, this year’s honorees have been at the forefront of our County’s climb back from one of the most devastating economic periods in our nation’s history. While we continue to focus on recovery and growth, I have full confidence in our future when I see the work being done throughout the County by these outstanding organizations day in and day out. I encourage you to join me in celebrating Earvin “Magic” Johnson, NBCUniversal, and Caltech at our upcoming annual Eddy Awards®.”

Earvin “Magic” Johnson is Chairman and CEO of Magic Johnson Enterprises (MJE). MJE provides high quality products and services that focus primarily on ethnically diverse and underserved urban communities through strategic alliances, investments, consulting and endorsements. The conglomerate is comprised of multiple business entities and partnerships that include Canyon Johnson, a \$1 billion dollar real estate fund, Yucaipa Johnson, a \$500 million dollar private equity fund, and ASPIRE, his newly announced African-American television network.

Celebrating over 20 years of success, the Magic Johnson Foundation has become one of the most recognizable philanthropic organizations in Los Angeles County and around the world. Mr. Johnson also serves as Chairman and Founder of the Magic Johnson Foundation, where his unwavering commitment to transform Urban America continues through HIV/AIDS Awareness & Prevention Programs, Community Empowerment Centers, and the Taylor Michaels Scholarship Program.

"I am honored to receive this year's Eddy Award from the LAEDC," said Earvin "Magic" Johnson, Chairman and CEO of Magic Johnson Enterprises. "I commend the LAEDC for creating innovative strategies to promote economic development in our region. Supporting and promoting the economic well-being of Los Angeles County, especially in our ethnically diverse and underserved urban communities, is critically important. The LAEDC does meaningful work to improve the quality of life for the residents of our communities, so to be recognized with this award is truly an honor."

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks.

"NBCUniversal is honored to be receiving an Eddy Award from the LAEDC," said Corinne Verdery, Chief Real Estate Development & Planning Officer for NBCUniversal. "For over 100 years Universal has been a part of the Los Angeles community and today we are one of the largest employers in the San Fernando Valley, a top tourist destination and one of the largest working studios in the world. NBCUniversal's Evolution Plan is an important vehicle for economic vitality and will create over 30,000 jobs during construction and operations. We are committed to investing in our core businesses -- production and tourism -- to help ensure the health of two important Los Angeles industries for generations to come."

Located in Pasadena, California, the California Institute of Technology (Caltech) is a world-renowned science and engineering research and education institution, where extraordinary faculty and students seek answers to complex questions, discover new knowledge, lead innovation, and transform our future. Caltech's dedication to excellence in higher education and research has led to the advancement of Los Angeles County as a globally recognized leader in education and industries such as high tech design and manufacturing.

"At Caltech we are exploring the world's toughest challenges—from developing antibodies that could prevent HIV infection, engineering innovative designs for wind farming, to investigating the surface of Mars," said Jean-Lou Chameau, Caltech President. "Our impact in science and engineering has not only transformed markets, industries, and public policy, it has changed the way we work, live and play."

### **About the Eddy Awards®**

The Eddy Awards® were introduced by the LAEDC in 1996 to celebrate individuals and organizations that demonstrate exceptional contributions to positive economic development in the region. For sponsorship and event information, please contact Justin Goodkind at (213) 236-4813 or [justin.goodkind@laedc.org](mailto:justin.goodkind@laedc.org). For more information about the Eddy Awards®, visit [www.laedc.org/eddy](http://www.laedc.org/eddy).

**About the LAEDC**

The LAEDC, the region’s premier economic development leadership organization, is a private, non-profit public benefit organization established in 1981. Its mission is to attract, retain, and grow business and jobs for the regions of Los Angeles County. Since 1996, the LAEDC has helped to retain or attract 177,975 annual jobs in Los Angeles County with an estimated labor income, including wages and benefits, of \$10.8 billion. Taken together with the supported indirect and induced economic activity, a total of more than 400,000 annual jobs with labor income of more than \$21 billion were impacted, accounting for an estimated \$850 million in property and sales tax revenues to the County of Los Angeles.

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