

This Spring British Flavour Comes To Los Angeles as BritWeek Returns



April 21 – May 7

Events include Gala Fundraiser Honoring Tony Blair and Benefiting Malaria No More, BAFTA/LA's British Comedy Festival, British Celebrity Soccer Match, Filmmakers Forum, BritWalk, British Classic Car Exhibition, plus a VIP Reception at British Consul General's Residence with more events to be announced

Los Angeles, California. (February 11, 2009) Once again spring in Los Angeles means BritWeek – a host of events celebrating the British connection with California (www.britweek.org). This year's program will include a British classic car exhibition, a "BritWalk" linking dozens of British fashion and luxury brands, British delicacies in leading hotels and restaurants, British music in clubs and concert halls, and screenings of British films. BritWeek formally kicks off on April 21, with a gala dinner honoring Tony Blair and benefiting Malaria No More, BritWeek's official charity for 2009. Malaria No More works to protect children in Africa from the deadly bite of a malarial mosquito. This year, BritWeek aims to protect tens of thousands of children from this preventable disease.

Other major events include an invitation-only, VIP reception at the British Consul General's Residence, a BAFTA-LA comedy festival, a "Filmmakers Forum" for movie makers from Los Angeles and the United Kingdom working in each others' countries, a fashion evening and "The Race for Green," a seminar to highlight green innovative solutions and business opportunities from the advanced engineering sector.

"BritWeek is even bigger and better this year", said British Consul General Bob Peirce, who chairs BritWeek. "It has grown fast in just three years because there is so much to celebrate in the British relationship with Southern California. We are the biggest foreign investors, our luxury brands from cars to clothes are part of the lifestyle and our entertainers are right at the top in television, film and music."

"I am pleased to welcome the third year of BritWeek to Los Angeles," said Mayor Antonio R. Villaraigosa. "We are proud of our close ties with the United Kingdom, in trade, business, culture and tourism, and it is my goal that we strengthen these links even further. BritWeek brings us an exciting program of film, music, television, fashion, arts and retail events. It highlights the reasons why the British come to Los Angeles, and what they have to offer us, both as big investors and employers, and also as talented members of our great cosmopolitan community. BritWeek is a terrific addition to the life of Los Angeles."

Nigel Lythgoe, co-founder of BritWeek and the man who brought us American Idol, So You Think You Can Dance, and now the amazing Superstars of Dance, welcomes BritWeek with infectious enthusiasm. "We want to brighten people's lives this year" he says. "We Brits love Los Angeles and we believe in it. Times are tough but we are here to stay and in a big way. BritWeek carries a serious message wrapped in a wonderful celebration".

BritWeek 2009 events include*:

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| April 16 | The Race for Green held in the margins of the Long Beach Grand Prix |
| April 21 | Formal start of BritWeek. Tony Blair Gala Dinner Benefiting 'Malaria No More' |
| April 23 | VIP Reception At British Consul General's Residence |
| April 24 | Genlux Magazine Event |
| April 24 | Filmmakers Forum |
| April 27 | British Astrophysicists At The Griffith Observatory |
| April 28 & 30 | Pub Darts Tournament |
| May 2 | Celebrity Soccer: Britain Against the Rest of the World |
| May 3 | Cricket: England Against Australia |
| May 6 | Petersen Automotive Museum Opens Exhibit Of British Classic Cars |
| May 7 | BAFTA-LA Comedy Awards Dinner |

*Dates/Events subject to change. Please visit website for calendar updates.

For more information on Britweek 2009, please visit www.britweek.org.

BritWeek 2009 Event Sponsors to date include: MINI USA, 19 Entertainment, BBC, HBO, Visit Britain, Virgin Megastore, UK Film Council, UK Trade and Investment, British-American Business Council, British Airways, The Rug Company, Air New Zealand & News Corporation.

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