



**In its third year, BritWeek 2009 in Los Angeles was bigger than ever. Food, fashion, and cars were added to the program and a gala dinner raised over \$1 million to combat malaria in Africa.**

Los Angeles, California. (May 20, 2009) – BritWeek 2009 has just ended, having taken about a month. This now annual tradition celebrating British contributions to Los Angeles was bigger than ever. Building on last year's highly successful program of events in film, music, sports, retail, comedy and the arts, BritWeek added British automotive technology, old and new, as well as food, fashion and science.

Most notably, BritWeek 2009 featured a gala dinner at the Beverly Wilshire Hotel to benefit Malaria No More, a charity chaired by Newscorp President Peter Chernin, which aims to eradicate deaths from malaria, especially in Africa where a million children die from the disease every year. The BritWeek gala was attended by former British Prime Minister Tony Blair, Sarah Brown, wife of Britain's current Prime Minister, LA Mayor Antonio Villaraigosa, as well as supermodel Naomi Campbell and other celebrity guests. Rock superstar Daughtry performed. Over \$1 million was raised, an amazing feat in today's tight economy.

Other BritWeek events included: a major fashion show in partnership with Genlux Magazine, at which the first BritWeek fashion designer awards were presented; a celebrity soccer game at the Home Depot Center immediately preceding the LA Galaxy vs. NY Red Bulls match on May 2<sup>nd</sup>; the BAFTA/LA British Comedy Festival, where Tracey Ullman received a lifetime achievement award; "BritWalks," in Los Angeles and Orange County, bringing together dozens of British retailers and luxury brands, as well as food stores and restaurants featuring British delicacies; an art exhibition; concerts by UB40, Jeff Beck, Travis, Keith Emerson, Katie Melua and Joss Stone; a "Cool Britannia" evening at the Petersen Museum which included an exhibition of British classic cars; and much more.

Chaired by British Consul General Bob Peirce, who co-founded it in 2007 with Nigel Lythgoe (President 19 Entertainment and Producer & Judge of "So You Think You Can Dance"), BritWeek has fast become an annual fixture in the Los Angeles calendar. Peirce says that he is already talking to new people who want to be part of BritWeek 2010, and the BritWeek Board today announced that Peirce will continue to chair BritWeek for another two years. He will step down as British Consul General in July, having completed his term, but will stay in Los Angeles in a private capacity.

BritWeek 2009 milestones include:

- BritWeek raised over \$1 million was raised at Malaria No More charity event, which honored former British Prime Minister Tony Blair.
- BritWeek events were attended by more than 8,000 people across Los Angeles.
- BritWeek 2009 showcased more than 60 brands.
- BritWeek partnered with Genlux Magazine for the “BritWeek Fashion Designer of the Year Award” and Fashion Show.
- BritWeek saw the second annual Hollywood Ashes Cricket match between two teams representing Australia and Britain including celebrities and former international players.
- First BritWeek Filmmakers Forum. A-list panelists and a full house.
- Sponsorship in money and in kind from over twenty companies.
- BritWeek’s website traffic increased 240% from 2008.
- BritWeek was covered by local, national and international press

Nigel Lythgoe says “BritWeek is a way of saying to Los Angeles how important this relationship is for us Brits. We love this city. We do well here and we are grateful for that. And we are here to stay. It’s a serious message wrapped in a wonderful celebration.”

Peirce adds, “You ain’t seen nothing yet.”

For more information on Britweek, please visit [www.britweek.org](http://www.britweek.org).

BritWeek 2009 sponsors include: MINI USA, 19 Entertainment, Hilton Hotels, BP, BT, BBC, HBO, Visit Britain, Virgin Atlantic, Virgin Megastore, the Fairmont Miramar Hotel, Variety, Screen International, the Hollywood Reporter, the UK Film Council, UK Trade and Investment, British American Business Council – Los Angeles, British American Business Council- Orange County, British Airways, The Rug Company, Four Seasons Hotel, Diageo, Jo Malone, Four Boys Films, Liz Earle, Citation Shares, Charleton Commerce, International ESQ, Strategic Artist Management, International ESQ and Air New Zealand.

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