



Contact: Genevieve Morrill
gmorrill@wehochamber.com
8272 Santa Monica Blvd, West Hollywood, CA 90046
Phone: 323-650-2688 / Fax: 323-650-2689

AND THE AWARD GOES TO...
WEST HOLLYWOOD CHAMBER OF COMMERCE HONORS SIX BUSINESSES
AT THE CREATIVE CITY AWARDS 2014 AND HONORS
LOU ADLER WITH A LIFETIME ACHIEVEMENT AWARD

For Immediate Release: (West Hollywood, CA) November 6, 2014 – West Hollywood Chamber of Commerce hosted its 30th Annual West Hollywood Creative City Awards 2013: Honoring Innovation in Business at **The London West Hollywood** last night.

It was a beautiful night under the stars on the rooftop of The London with 300 guests in attendance. The excitement was palpable as the audience waited in anticipation to know who the Chamber Member businesses voted for as their faves. The top honor went to *Lou Adler* for a **Lifetime Achievement Award**. Lou helped define West Hollywood with the ongoing success of world-famous Sunset Strip landmarks: The Roxy Theatre, The Whisky-a-go-go, and the Rainbow Bar & Grill in West Hollywood.

Winners and the awards went to: **Creative Concept:** *Gracias Madre*; The **John Chase Art & Design Award:** *Oliver's Prime Steak House at The Grafton*; **Corporate Innovation:** *LIFT West Hollywood*; **Creative Communications:** *Visit West Hollywood*; **Creative Attraction:** *Sunset Marquis Hotel & Villas* and **Creative Community Service:** *Los Angeles LGBT Center*.

This gala is the Chamber's most prestigious and longest-running event, now in its 31st year. The *Creative City Awards* is the Chamber's most important fund raiser. Funds raised from this event help to contribute to programming and promotions for the business community. The nominees were chosen for their innovation in their approach to business and/or creative merits in product and service by the West Hollywood Chamber of Commerce Membership, its Board of Directors and the Special Events Committee. A criterion for selection was that the business be a Chamber Member and have made significant contributions to the West Hollywood community. Members vote for their favorites through an online ballot and the winners are announced at the event.

The West Hollywood Chamber of Commerce is a 501c6 non-profit organization that supports and promotes a community environment where commerce can flourish. The Chamber fosters prosperity and champions local business by providing resources and leadership to advance activity through economic development, by advocating the position of the business community and by enhancing the quality of community life and promoting the uniqueness of West Hollywood.

MORE ABOUT LOU ADLER - THE LIFETIME ACHIEVEMENT RECIPIENT:

Lou Adler forever altered world culture and music in 1967 with the Monterey International Pop Festival, the first seminal rock festival. It not only helped bring prominence to Jimi Hendrix, The Who, Janis Joplin, and Otis Redding, but popularized a whole new generation of rock performers, kicked off the Summer of Love, and served as the coming out party for the Baby boom generation. Adler received a star on the Hollywood Walk of Fame on April 6, 2006 and was inducted into the Rock and Roll Hall of Fame in 2014. He produced the music and guided the careers of Jan and Dean, Johnny Rivers, The Mamas and The Papas, Spirit, and Carole King, as well as the comedy of Cheech and Chong, including The Mamas and Papas' "California Dreamin'," Scott McKenzie's "San Francisco (Wear Some Flowers In

Your Hair),” Barry McGuire’s “Eve of Destruction,” Sam Cooke’s “(What a Wonderful World,” and the ground-breaking multi-platinum, multi-GRAMMY Award winning Carole King’s Tapestry album. As a multi Grammy winner, he has produced 18 Gold and Platinum albums, including some of the biggest selling albums of all time; he has produced 33 Top 10 singles and co-written three Top 10 songs: “Honolulu Lulu,” “Poor Side of Town,” and “(What a Wonderful World.” He has produced for both the stage and motion pictures. Stage productions include The Rocky Horror Show, Zoot Suit, and Bouncers. His film credits as producer include: Monterey Pop , Brewster McCloud , The Rocky Horror Picture Show. In addition, he directed and produced Up In Smoke and Ladies and Gentlemen, The Fabulous Stains.

ABOUT THE CCA 2014 WINNERS

CREATIVE CONCEPT AWARD WINNER

Gracias Madre - The mission of Gracias Madre is to celebrate and serve the presence of the mother which resides above us, within our hearts, within the earth, and in all those who nurture us. We first conceived the idea of Gracias Madre while visiting the families of our employees in Mexico. We wanted to offer both organic Mexican food to the communities we serve as well as honor the mothers who work tirelessly in the kitchens of Mexico and often live without their husbands and children while they work side by side with us in California. Inspired by some of the recipes of these families and the love of their mothers, Gracias Madre serves the community organic, farm fresh, locally sourced food, full of flavor and love. Welcome to a seat at love’s table.

CORPORATE INNOVATION AWARD WINNER

LIFT West Hollywood - Mylena switched from a corporate technology sales executive to gym owner 11 years ago and hasn't looked back. She is now the proud owner of LIFT west hollywood, our community's independent, classic neighborhood gym that welcomes LA's top private trainers and their exclusive clientele. During the 2008 recession, the gym started welcoming "walk-ins" or individuals to use the gym on their own on a pay-as-you-go basis and now counts from 30-50 daily visitors in addition to its average of 750 private training sessions a week. LIFT also offers acceleration training via Power Plate classes, an unrivaled offering. Mylena is constantly on the search for innovative fitness programs to remain a pioneering leader in this competitive field.

JOHN CHASE ART & DESIGN AWARD WINNER

Oliver’s Prime Steakhouse @ The Grafton on Sunset - Renowned West Hollywood hotel, The Grafton on Sunset, introduces Oliver’s Prime, an intimate steakhouse. Oliver’s Prime is part of a renovation at The Grafton that includes new lobby, restaurant and bar, as well as new guest rooms and pool. Created by design firm Forichielli Glynn (Le Meridian, Peninsula Beverly Hills) and inspired by old Hollywood, Oliver’s is outfitted with just 62 interior seats plus an additional 12 on the outdoor patio, sets itself apart from competitors with an elevated-yet-intimate atmosphere. Large, plush white leather contrasted with dark woods and jet black accents fill the dining room, lit to a soft glow that highlights a floor-to-ceiling glass wine tower and white marble topped bar. Vibrant and contemporary, Oliver’s Prime will promise a perfect setting for everything from a business power lunch to a glamorous night on the town.

CREATIVE COMMUNICATIONS AWARD WINNER

Visit West Hollywood - Visit West Hollywood is the city's official destination marketing organization, dedicated to positioning West Hollywood as the world's most vibrant urban oasis. Through its strategic marketing, business development and communications initiatives, Visit West Hollywood passionately promotes the city's location, culture, businesses and history. Reflecting the cutting edge dynamics of the city itself, Visit West Hollywood continually challenges itself to lead the destination marketing industry. The organization's achievements in recent years include building a social media presence that far exceeds the city's diminutive size, launching the industry's first dedicated LGBT website, starting a film marketing program, and developing the concept of West Hollywood as the true cultural and geographic "heart of LA." Through the efforts of Visit West Hollywood and our industry partners, tourism contributes \$750 million a year to the West Hollywood economy, and that figure continues to grow. Our collaborators—stakeholders and customers alike—trust Visit West Hollywood because we bring passion, creativity, and leadership to our strategic initiatives.

CREATIVE ATTRACTION AWARD WINNER

Sunset Marquis Hotel & Villas - Sunset Marquis enjoys a storied past and well-documented history in West Hollywood, and over the past 50+ years we've entertained music icons, M-Ad Men, Fashionistas, Film and TV celebrities since before the City was officially established. We continue to support these industries as well as newer ones such as the burgeoning LGBT and inbound foreign markets like Australia and China. We welcome guests with 3.5 acres of outdoor gardens and private retreats, 2 outdoor pools, a recording studio and photography gallery, a spa and the hotel's centerpiece, Cavatina Restaurant, the epitome of alfresco dining at its best, so they can fully experience the quintessential sunny SoCal lifestyle. Hotel packages including the Sunset Strip All Access Pass and programs like Live @ Sunset Marquis and Read @ Sunset Marquis embody the spirit of LA by creating memorable experiences for our guests by introducing them to the best emerging musicians and talented authors the area has to offer.

CREATIVE COMMUNITY SERVICE AWARD WINNER

Los Angeles LGBT Center – Since 1969 the Los Angeles LGBT Center has cared for, championed and celebrated LGBT individuals and families in West Hollywood, Los Angeles and beyond. Today the Center's more than 450 employees and 3,000 volunteers provide services for more LGBT people than any other organization in the world, offering programs, services and global advocacy that span four broad categories: Health, Social Services and Housing, Culture and Education, Leadership and Advocacy. We are an unstoppable force in the fight against bigotry and the struggle to build a better world; a world in which LGBT people can be healthy, equal and complete members of society. Learn more at lalgbtcenter.org.

###