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## **Pacific Sports President/CEO Jack Caress Named to Los Angeles Sports Council Board of Directors**

ORANGE, Calif. (Nov. 12, 2013) – Lifestyle events production company Pacific Sports LLC today announced that President/CEO Jack Caress has been elected to the [Los Angeles Sports Council](#) (LASC) Board of Directors for a two-year term. Caress joins a board that includes some of the leading sports and business entities and personalities in Southern California. His election to the L.A. Sports Council also includes a seat on the Southern California Committee for the Olympic Games (SCCOG) board, an organization closely aligned with the LASC. The SCCOG bids for Olympic Games on behalf of and in conjunction with the City of Los Angeles, which is one of only four cities in the world to have hosted the Olympics Games twice.

Founded in 1988, the Los Angeles Sports Council is one of the nation's leading civic sports support organizations. Funded entirely from the private sector, it attracts major sports events to the greater Los Angeles area and supports the area's outstanding collegiate and professional sports teams. Over its history, the Sports Council has brought events with a collective economic impact of more than \$1 billion to the region. The Super Bowl. Olympic Trials. Two FIFA World Cups. These are just some of the elite events attracted by the nonprofit L.A. Sports Council to the area during the past 25 years.

“This is an honor and I am thrilled to be part of the Sports Council,” said Caress after receiving his letter of invitation. “It’s a group that helps make a big impact on our local economy through the national and international sports events that are sought and encouraged to come here.”

[Caress](#) has been in the business of producing and marketing participant sports events for the past 30 years, producing more than 430 multisport events throughout the world. He is the founder and President of [Pacific Sports](#) LLC and a Founding Member and Chairman of the Board of Directors of [Triathlon Business International](#), Inc. With a Ph.D. in Economics, Caress has also been an active member of the academic community previously as a professor at Chapman University in the School of Business & Economics for 10 years, and currently as an adjunct faculty member at the University of San Francisco in the graduate program in Sports Management. Caress has competed in more than 400 participant sporting events including four Ironman World Triathlon Championships in Kona. He is in the unique category of both of USA Triathlon’s Century Clubs having competed and directed over 100 triathlons.

### **About Pacific Sports**

Founded in 1983 and based in Orange, CA, Pacific Sports LLC is a premier sports consultation firm, specializing in event production, management, and corporate sports marketing development. Having produced more than 300 sports events in the United States, including the 1996 Triathlon World Championships and 12 U.S. Championships, Pacific Sports LLC is dedicated to helping participants in all its events live an active lifestyle through the creation, development and management of participant and endurance sports including those of running, swimming and cycling. The firm produces events around the world including the [Herbalife Triathlon Los Angeles](#), [L'Etape du California](#), [Cleveland Triathlon](#), [Triathlon Eugene](#) (OR), [Kring & Chung Newport Beach Triathlon](#), [Rose Bowl Half Marathon](#), the [Long Beach Triathlon](#), the [Brooklyn 15K](#) and the inaugural [Brooklyn Triathlon](#). More information: [www.pacificsportsllc.com](http://www.pacificsportsllc.com).