

For Immediate Release

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G-20 PLUS ONE YEAR: BIG WEEKEND IN PITTSBURGH, BIG OPPORTUNITIES FOR PITTSBURGHERS EVERYWHERE!

Pittsburgh Mayor declares week of September 20-26 “ImaginePittsburgh.com Week” in Pittsburgh in advance of first Penguins “Ultimate Home Game,” weekend sports, symphony and Great Race events.

Leaders tout economic impact of G-20 one-year later as Mayor gets ready to tell Pittsburgh’s transformation story to 40 global business leaders in China.

Government, business and non-profits work together to leverage global attention promote ImaginePittsburgh.com as gateway to 22,000 open jobs and emerging careers.

(PITTSBURGH – September 20, 2010) From Downtown Pittsburgh to Shanghai, China, one year after Pittsburgh welcomed the world to the G-20 summit, government, business and sports and cultural organizations are teaming up to spread the word about Pittsburgh’s transformation and emerging career opportunities.

To support the effort, the Allegheny Conference has re-launched ImaginePittsburgh.com. The website provides up-to-the-minute listings of job openings throughout ten counties of southwestern Pennsylvania, information about career opportunities, and profiles of people with exciting careers in the region.

During the week of September 20th:

- The ATHENA Award celebrates its 20th anniversary honoring women in leadership in the Pittsburgh region.
- The University of Pittsburgh meets Miami at Heinz Field on Thursday, September 23.

- The Pittsburgh Symphony premieres its 2010-2011 season with sold out concerts at Heinz Hall, conducted by Music Director Manfred Honeck, capping a year that began with a sold out European tour;
- The *Pittsburgh Penguins Ultimate Home Game Presented by ImaginePittsburgh.com*, a first of its kind event, fills the CONSOL Energy Center with students age four-24 for exciting hockey in our region's newest Gold LEED-certified building and showcases **22,000 job openings** and emerging careers across ten counties;
- The Pittsburgh Pirates close their season with their final home stand with the Houston Astros with a post-game concert Saturday night featuring O.A.R.; and Fan Appreciation Day on Sunday; and
- The Richard S. Caliguiri City of Pittsburgh Great Race fills city streets with thousands of amateur and professional runners.

"You don't have to imagine a great week in Pittsburgh, it's happening and you can be part of it," said Pittsburgh Mayor Luke Ravenstahl, who has declared the week of September 20-26 "ImaginePittsburgh.com Week" in Pittsburgh. "Now, in true Pittsburgh tradition the Penguins, Pirates, Pitt, the Symphony, the Trust, the Great Race and the ATHENA Award are demonstrating why Pittsburgh is both a great place to live and a place to work."

ImaginePittsburgh.com Week comes one year after Pittsburgh welcomed the world to the Group of 20 (G-20) Summit, attracting global attention to the region's story of economic, environmental and quality of life transformation. The week marks the beginning of a season-long program of activities and events for post-secondary students. They will be able to participate in career awareness fairs, web-based giveaways, and additional programming provided by ImaginePittsburgh.com, the Pittsburgh Penguins and other partners.

"There's no better time than now for our region to send a strong message that we're confident about the future and that we're creating the jobs to prove it," said Randall S. Dearth, chair of the Workplace Committee of the Allegheny Conference and president and CEO of LANXESS, a corporate sponsor of ImaginePittsburgh.com Week and the Pittsburgh Penguins Ultimate Home Game Presented by ImaginePittsburgh.com. "With ImaginePittsburgh.com Week we can reach tens of thousands of talented young people with information about jobs and emerging careers in our region."

The week is so jam-packed with events and activities that Pittsburgh is virtually sold out, with most hotel rooms in the central business district booked solid for the weekend of September 25th. The full calendar of events is available through VisitPittsburgh.com.

"It's the perfect capstone to a strong year for Pittsburgh's hospitality industry," said Doris Carson Williams, chair of VisitPittsburgh and co-chair of the Pittsburgh G-20 Partnership. "Since the Group of 20 leaders came to visit, we've attracted five international meetings and conventions that could have been headed someplace else, including designation by the

United Nations as the North American host of World Environment Day in June. And, we're proud to report that hotel occupancy in our region has outperformed that of competing regions across the country."

The global attention prompted an invitation from Mayor Han Zheng of Shanghai to Pittsburgh Mayor Luke Ravenstahl to travel to China in October to address the International Business Leaders Advisory Council (IBLAC) at its annual meeting. The more than 40 global CEOs participating in IBLAC are guiding Shanghai's transformation into a leading global city.

"The invitation to deliver a keynote address at IBLAC is a great honor for Mayor Ravenstahl and the entire Pittsburgh region," said Lynnette Horrell, managing partner of Ernst & Young's Pittsburgh office. The Big Four accounting firm participates in IBLAC and helped to make the connection between Pittsburgh and Shanghai. "There are few opportunities worldwide for a city's mayor to address such a distinguished group of global business leaders and Chinese government officials. Mayor Ravenstahl will have an opportunity to meet with many of them and make new business connections for Pittsburgh."

Carnegie Mellon University President Jared Cohon and VisitPittsburgh Executive Director Joe McGrath will meet the delegation in Shanghai.

About the Mayor's Shanghai Visit

The Pittsburgh Regional Alliance (PRA), the marketing affiliate of the Allegheny Conference, is traveling with the Mayor to Shanghai and Seoul, South Korea as the final leg of a Pittsburgh World Tour 2010. The tour began in April with business missions to promote the Pittsburgh region and its strengths in energy and defense and security in Denmark and the United Kingdom and continued with the PSO's sold-out European tour in May.

"The G-20 summit opened doors around the world for the Pittsburgh region. We welcomed the world and now Pittsburgh is being welcomed worldwide as never before," said Dennis Yablonsky, chief executive officer of the Allegheny Conference. "The PRA's collaboration with the PSO and its tour this spring placed 10 promising leads in the project pipeline. And now, with the Mayor of Shanghai's invitation, we have another opportunity to advance the region's business relationships with the world's second largest economy and to continue building relationships with South Korea as it prepares to host the world leaders in November."

The PRA's Pittsburgh World Tour 2010 has been made possible through the generous support of Carnegie Mellon University, Bayer Corporation, The PNC Financial Services Group, Westinghouse Electric Company, and the 300 members of the Allegheny Conference Regional Investors Council.

ImaginePittsburgh.com Week is presented by leading Pittsburgh corporations and civic and cultural organizations and agencies, including Carnegie Mellon University, Bayer Corporation, Calgon Carbon Corporation, **Campos Inc.**, CBS Radio, the CW, Highmark Blue Cross Blue Shield, Enterprise Rent-A-Car, KDKA-AM, KDKA-TV, PITT OHIO EXPRESS, Pittsburgh Magazine, the Pittsburgh Post-Gazette, the Pittsburgh Pirates, the Pittsburgh Penguins, the Pittsburgh Steelers, Pop City, Trib Total Media, U.S. Steel Corporation, University of Pittsburgh, Westinghouse Electric Company, WPXI-TV, WTAE-TV; arts & cultural organizations including the Pittsburgh Cultural Trust and the Pittsburgh Symphony Orchestra; the Pittsburgh Middle East Institute and Global Pittsburgh; the National Energy Technology Laboratory (NETL), the R.K. Mellon Foundation, the Buhl Foundation, the Hillman Foundation, the Great Race; Allegheny County, the City of Pittsburgh, the Allegheny Conference on Community Development, the Pittsburgh Technology Council, and VisitPittsburgh.

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About ImaginePittsburgh.com Week: ImaginePittsburgh.com Week is a community-wide effort to spread the word about the Pittsburgh region as a great place to live, work, play and invest, showcasing a robust calendar of activities and events and job openings and emerging careers on ImaginePittsburgh.com.

About ImaginePittsburgh.com: ImaginePittsburgh.com provides up-to-the-minute listings of job openings throughout ten counties of southwestern Pennsylvania, information about emerging career opportunities, and profiles of people with exciting careers in the region. Created and managed by the Allegheny Conference, the site lists about 22,000 current job openings.