



*Growing a diverse workforce.
And a brighter future for our region.*

CONTACT: Patricia Bucek
patriciab@vibrantpittsburgh.org
(412) 281-8600 x202

FOR IMMEDIATE RELEASE

PITTSBURGH EMPLOYERS TO DESCEND ON PHILLY FOR GIANT CAREER EXPO

Vibrant Pittsburgh Leads Group to National Conference

PITTSBURGH, PA: Turns out, beginning next week, Pittsburgh *is* ready to eat Philadelphia's lunch, and dinner for that matter.

In an article published earlier this year in Philly.com, writer John Marchese described a city “ready to crush the 21st century...but it's not Philadelphia.” The article went on to relate how Pittsburgh positioned itself as a tech and innovation power player, and how Pittsburgh's rapidly rising reputation as a city of the future has other nearby cities (including Philadelphia) feeling a little inferior. The piece also pointed out that since being named the best place in America to live in the mid-2000s by both the Economist Intelligence Unit and Places Rated Almanac, Pittsburgh has become a perennial overachiever in national quality-of-life surveys.

The Philly.com article garnered widespread interest not only in Philadelphia and Pittsburgh, but also around the country. Vibrant Pittsburgh hopes that a few thousand young, diverse professionals were among those paying attention.

On September 27, Vibrant Pittsburgh will lead a contingent of Pittsburgh-based companies to the 39th Annual National Black MBA Association and Prospanica (The Association of Hispanic Professionals) Conference and Career Fair taking place at the Philadelphia Convention Center. The conference is expected to draw over 12,000 people from across the nation to what is being billed as the largest gathering of its kind for the two organizations.

Among the Pittsburgh contingent traveling next week to Philadelphia are representatives from employers like Alcoa, American Eagle Outfitters, Bayer, FedEx, PNC, Propel School, the University of Pittsburgh, and UPMC. They will be joined by over 300 of the nation's top companies present at this year's career expo. The Pittsburgh-based employers will have hundreds of jobs ready to fill and many will interview candidates on the spot during the two-day expo.

In addition to a significant presence on the career fair floor, Vibrant Pittsburgh and its partner organizations will host a lively and unmistakably black and gold *"Picture Yourself in Pittsburgh"* reception Thursday evening at the Philadelphia Marriott. The theme for the reception was chosen to appeal to young, diverse professionals encouraging them to imagine themselves working and living in an innovation center like Pittsburgh.

"Increasing the numbers of diverse professionals working in Pittsburgh will be a real key to boosting our economy and sustaining our growth in the years to come," said Patricia Bucek, National Director of Marketing and Talent Attraction for Vibrant Pittsburgh. "Our goal for the conference is to position Pittsburgh as a very welcoming place for diverse talent. We want to convey the message that you can succeed and grow your career here. The thousands of employment opportunities in Pittsburgh certainly benefit regional residents; we are predicting they can also be a magnet for attracting fresh, diverse professionals from across the country to our region."

The National Black MBAA Conference and Career Expo is joining forces for the first time in 2017 with Prospanica. The conference takes place in major markets throughout the United States. City and tourism officials hope that within the next few years, conference planners will choose Pittsburgh as a location.

Founded in 2010, Vibrant Pittsburgh is an economic development non-profit organization whose mission is to grow a thriving and inclusive Pittsburgh region by attracting, retaining and elevating a diversity of talent. For more information about Vibrant Pittsburgh, visit www.vibrantpittsburgh.org

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