

Draft

For Immediate Release

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WHAT A DIFFERENCE A DECADE MAKES: TODAY'S PITTSBURGH

(Pittsburgh, PA – January 30, 2006) The Pittsburgh Steelers – who will take on the Seattle Seahawks in Super Bowl XL on Feb. 5 – and the region they represent have both undergone dramatic changes since the team last battled for a world championship against Dallas in Super Bowl XXX 10 years ago.

“The Steelers personify the character of Pittsburgh – strength, skill, innovation and confidence,” explains Jim Rohr, chairman & chief executive officer, The PNC Financial Services Group, Inc. and chairman of the Allegheny Conference on Community Development.

“Pittsburgh is advancing the frontiers in healthcare, technology, homeland security, higher education, financial services and the arts. What we’re doing in Pittsburgh is having an impact around the world in every key sector of the global economy. This team is a great fit for this region – and a great source of pride for every member of the Steelers Nation.”

F. Michael Langley, chief executive officer of the Allegheny Conference on Community Development, says “Our hope is that the estimated 140 million viewers who tune into the game will appreciate today’s Pittsburgh, not just how vastly different and improved the region is from its historical images when it was the crucible of the industrial revolution, but even since the Steelers’ last appearance in the Super Bowl a decade ago.

“With the spirit to win, Pittsburgh has reinvented itself and is a national resource for innovation. It’s just one more reason for businesses, people and conventions from around the world to consider Pittsburgh in their plans. And it’s a reminder to all of us, who are already believers, that we live in one of the best places on the planet,” Langley continues.

Visit pittsburghregion.org (see link to Steelers Nation) or visitpittsburgh.com for more information.

Allegheny Conference on Community Development and Affiliates

The Allegheny Conference on Community Development and its Affiliates – Pittsburgh Regional Alliance; Greater Pittsburgh Chamber of Commerce; and Pennsylvania Economy League of Southwestern Pennsylvania – work together to stimulate growth in the region’s economy and improve its quality of life.

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10 Ways Pittsburgh Has Excelled Over the Past 10 Years:

1. **Robotics** – The Robotics Institute at Carnegie Mellon University is the epi-center of next-generation robotics research and the largest facility of its kind. Its work includes building robot forklifts and ship-cleaning robots to medical robotics. Carnegie Mellon University is the only institution of higher learning in the world offering a Ph.D. in Robotics.
2. **Medical Advancements** – Pittsburgh is a leader in medical research and innovation. ALung Technologies, a medical device company, is developing the world's first commercial artificial lung—the Hattler Catheter scheduled to be launched in 2006—, which delivers significantly safer and less expensive respiratory support. The Pittsburgh Tissue Engineering Initiative (PTEI) is developing groundbreaking medical alternatives that unite biology, engineering, and medicine to restore or replace tissues and organs damaged by disease, injury, or congenital anomaly.
3. **Entertainment Technology Center at Carnegie Mellon University** trains technologists and fine artists to work together to produce interactive artifacts that entertain, inform and inspire—from computer games to animation for movies and television to employee training and safety and homeland security programs.
4. **Livable City** – Pittsburgh topped the list of America's most desirable places to live, and ranked 26th globally, in an October 2005 study by the Economist Intelligence Unit (EIU), which looked at stability, healthcare, culture and environment, education, and infrastructure—in 127 cities worldwide.
5. **Nanoscience** – The University of Pittsburgh is a dominant force in nanoscience—the study of things only a thousandth the width of a human hair. With the opening of the Nanoscale Fabrication and Characterization Facility (NFCF) in the summer of 2006, Pitt researchers will have the newest and best tools for seeing and manipulating the “essentially nano” landscape.
6. **Green Pittsburgh** – Pittsburgh is home to the world's largest “green” building – the David L. Lawrence Convention Center, certified with a Gold LEED rating by the U.S. Green Building Council. In fact, Pittsburgh ranks second in green-certified space among cities across the nation, at 2.3 million square feet. Pittsburgh also is a leader in brownfield redevelopment. The Steelers' practice field is part of the SouthSide Works including retail, entertainment, and residential development on the former Jones & Laughlin steel mill site.
7. **Cultural District** – With eight major theaters in the downtown Cultural District, Pittsburgh has more theaters in a concentrated area than any city outside of New York. Plazas, parks, streetscaping, façade restoration, and lighting complete the ambiance in this 14-block area that is a national model for a holistic approach to an arts district.
8. **Cyber Security** – The CERT Coordination Center (CERT/CC) at Carnegie Mellon University's Software Engineering Institute has become the center of Internet security expertise, providing a central point for the identification and correction of security vulnerabilities. Established after the Morris worm incident, which brought 10 percent of Internet systems to a standstill. CERT/CC coordinates communication among experts during security emergencies to help prevent future incidents.
9. **Three New World-Class Athletic Venues** – PNC Park, home field to the Pittsburgh Pirates since 2001, is recognized as the best new ballpark in the major leagues by *Sports Illustrated*, *USA Today*, and ESPN.com (Capacity: 38,496). Heinz Field, home of the AFC Champion Pittsburgh Steelers, also opened in 2001 (Capacity: 64,450). The University of Pittsburgh's Petersen Events Center, home to the one of the country's top college basketball programs, opened in 2002.

10. **College City** –With 34 colleges and universities in Southwestern Pennsylvania, Pittsburgh is the second-most-attractive "college city" among 15 cities of its size, according to a survey done by Collegia, Inc. Pittsburgh is also home to the immensely popular student-written series of *College Prowler* guide books, which rate 214 colleges and universities across the country. Additionally, there are 89 trade and technical schools in the region.

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Top 10 Employers in the Pittsburgh Region

1. UPMC Health System
2. Giant Eagle, Inc.
3. University of Pittsburgh
4. West Penn Allegheny Health System
5. The PNC Financial Services Group
6. Mellon Financial Corp.
7. Wal-Mart Stores, Inc.
8. Eat 'n Park Hospitality Group, Inc.
9. Highmark Blue Cross Blue Shield
10. Verizon Communications

10 (of 70) Billion Dollar+ Companies with Global/Americas Headquarters with a Pittsburgh Presence

1. Alcoa Inc.
2. Bayer Corporation
3. Del Monte Foods
4. FedEx Ground
5. GlaxoSmithKline
6. H.J. Heinz Company
7. PPG Industries, Inc.
8. Sony Electronics, Inc.
9. US Steel Corporation
10. Westinghouse Electric Company

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10 Cool Things In and Around Pittsburgh

1. **Art Museums and Galleries:**
 - The Andy Warhol Museum, a one-of-a-kind performance center and gallery devoted to an American pop culture icon.
 - Mattress Factory - A contemporary art museum that commissions, exhibits, and collects new site-specific installations created by artists in residence. Acclaimed as the best facility for installation art in the United States.
2. **Carnegie Science Center** – among the top five science museums in the nation, it features the Robot Hall of Fame, which was created by Carnegie Mellon University in April 2003 to attract attention to the increasing contributions from robots to human society.
3. **Pittsburgh Zoo & PPG Aquarium** – ranks as the fourth best zoo in the United States; and the National Aviary, the only bird zoo in the nation.
4. **Senator John Heinz Pittsburgh Regional History Center** – Operating in association with the Smithsonian Institute since 2000, this center is the largest history museum in Pennsylvania and features the exhibit “Clash of Empires: The British, French & Indian War, 1754-1763” through April 23, 2006 and the permanent Western Pennsylvania Sports Museum spanning 20,000 square feet of exhibit space over two floors.
5. **Outdoor Fun:**
 - Rowing, kayaking, and whitewater rafting along this region’s rivers – the Allegheny, the Ohio, the Monongahela, and the Youghiogheny – and creeks, including the Connoquenessing and the Slippery Rock
 - Hundreds of miles of walking, hiking and bike trails along waterfronts and through wooded hillsides
6. **Architecture:**
 - Frank Lloyd Wright’s Fallingwater and Kentuck Knob
 - Henry Hobson Richardson’s Allegheny County Courthouse and Jail
 - Philip Johnson’s PPG Plaza
 - Harrison & Abramovitz’s first aluminum siding skyscraper (formerly Alcoa headquarters)
7. **Sports Scene:**
 - Major League Baseball’s All-Star Game will be at PNC Park on July 11, 2006
 - U.S. Open Golf Tournament at Oakmont Country Club from June 14 – 17, 2007
 - Steelers Nation: 975 Steelers Fan Bars across the country; 80 Steelers Clubs around the country; 70 International Steelers Fans Bars; and the largest Steelers banner (10 feet by 51 yards) on PNC Firstside Center
8. **Music Scene** –*Esquire Magazine* rated Pittsburgh as the best among "Cities That Rock" in the United States. Other cities on the April 2005 list included Denver, Minneapolis, Cincinnati, New Orleans and San Francisco.
9. **Monongahela and Duquesne inclines** are two of the few remaining funicular railways in the country. Built in the 1870s, these cable cars are working museums that transport visitors and residents to and from Mt. Washington for panoramic views of the city.
10. **Kennywood Park** has been named one of the five best theme parks in the nation for its old-fashioned atmosphere and big-league roller coasters by the editors of MSN's CitySearch.

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