

MAYOR LAUNCHES CAMPAIGN TO PROMOTE CITY LIVING

New website serves as one-stop-shop for information on City neighborhoods and initiatives

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Contact: Joanna Doven, Press Secretary

412-255-2694

(mobile) 412-475-2387

joanna.doven@city.pittsburgh.pa.us

(PITTSBURGH) May 17, 2010 - Mayor Luke Ravenstahl today launched a campaign promoting the benefits of City living through a new website which serves as a "one-stop-shop" to information on City neighborhoods and key initiatives such as the Mayor's tax abatement, the Pittsburgh Promise and URA loan opportunities.

"This campaign is designed to highlight the positives of City living by promoting all of our neighborhoods' unique qualities and all of the extra incentives we can offer in addition to being America's 'most livable city,'" said Ravenstahl. "The website is easy to use and it's friendly. Most importantly, the content is community driven, with ongoing input, information, testimonials and pictures provided by neighborhood residents who will serve as their community's own ambassador."

The site, www.pittsburghcityliving.com, includes a neighborhood matching feature modeled after Internet dating websites in which users can indicate their interests and favorite community attributes - such as "volunteering" or "parks and playgrounds" - and then be directed to several potential neighborhoods. Users may then click on the neighborhoods most suited for them and find out more specific information about that community, such as local events and happenings, YouTube videos and pictures.

At the website unveiling held at the North Side Carnegie Library today, the Mayor put out a call for "neighborhood ambassadors" - volunteers who will help the City to promote the unique qualities of their neighborhoods by providing and updating content on the site. Residents interested in becoming neighborhood ambassadors can sign up by going to the website's homepage.

Designed by FSC Communications at a cost of \$58,000, the website was developed over the course of several months and included input from the local real estate community and neighborhood leaders.

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