



## Press Release

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### Greater Raleigh Chamber of Commerce's "Work in the Triangle" Initiative to Attract Talent and Companies at South by Southwest

#### *Triangle Talent Attraction Initiative to Represent Raleigh at Annual Festival Celebrating Innovative Thinkers and Companies around the World*

**RALEIGH, N.C., March 10, 2015** – Representatives from Wake County Economic Development (WCED) and the City of Raleigh's office of economic development will be participating in the 2015 South by Southwest (SXSW) Interactive Trade Show and Job Fair event in Austin, Texas, from Thursday, March 12, to Wednesday, March 18.

WCED and the City of Raleigh Office of Economic Development will exhibit at SXSW's job market, to promote job opportunities with technology companies in Raleigh and the Triangle, and to interact with skilled professionals, entrepreneurs and technology companies attending SXSW. The goal of the trip to Austin is to raise awareness of Raleigh and the Triangle as a highly desirable destination for talented professionals by showcasing the region's quality of place, and highlighting the area as a great place for entrepreneurs and businesses to start up and relocate. The team will promote the Work in the Triangle web portal, [www.WorkintheTriangle.com](http://www.WorkintheTriangle.com), a regional talent initiative that was launched in May 2012.

SXSW's Interactive Trade Show showcases cutting-edge technologies and digital creativity, featuring five days of compelling presentations from the brightest minds in emerging technology. The event attracts more than 65,000 participants.

"This will be our third year participating in South by Southwest," said Jenn Bosser, assistant executive director at WCED. "We have found this event to be very beneficial in meeting one-on-one with entrepreneurs, makers and technology talent that can live and work anywhere and are looking for the quality of life attributes and job opportunities that Raleigh and the Triangle have to offer."

To follow along with WCED and the City of Raleigh's office of economic development in real-time at the event, check out @WorkTriangleNC and @Raleigh4U on Twitter and watch the hashtag, #Raleigh2SXSW.



## About Work in the Triangle

Work in the Triangle is a regional talent attraction initiative that aims to connect and recruit top talent with employers and job opportunities in key industry clusters of the Triangle area of North Carolina. The initiative is led by Wake County Economic Development (WCED), a program of the Greater Raleigh Chamber of Commerce, to market the Triangle nationally and internationally as a top destination for highly skilled professionals to work, live, play and learn. For more information, visit [www.WorkintheTriangle.com](http://www.WorkintheTriangle.com).

## About Wake County Economic Development (WCED)

Wake County Economic Development (WCED), a program of the Greater Raleigh Chamber of Commerce, is the primary economic development organization for Wake County and its 12 municipalities. WCED hosts clients evaluating Wake County for possible facility locations each year and facilitates dozens of corporate expansions, resulting in new jobs and capital investment for Raleigh and Wake County. For more information about WCED, visit [www.raleigh-wake.org](http://www.raleigh-wake.org).

## About SXSW Interactive Festival

The 22<sup>nd</sup> annual SXSW Interactive Festival will take place March 13-17, 2015 in Austin, Texas. An incubator of cutting-edge technologies and digital creativity, the event features five days of compelling presentations and panels from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable lineup of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to preview the technology of tomorrow today. For more information, visit <http://www.sxsw.com>.

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