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**FOR IMMEDIATE RELEASE**

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**URBAN REDEVELOPMENT AUTHORITY RECEIVES GOLD EXCELLENCE  
IN ECONOMIC DEVELOPMENT AWARD**

**(PITTSBURGH) October 4** The Urban Redevelopment Authority of Pittsburgh (URA) has received a Gold Excellence in Economic Development Award for its **Integrated Investor Prospectus and Campaign** (General Purpose Promotion; population 200,000 - 500,000) from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tues., Oct. 2, during the IEDC Annual Conference, which was held Sept. 30 – Oct. 3 in Houston, Texas.

“Congratulations to the URA staff for this well-deserved recognition,” Mayor Luke Ravenstahl said. “I want to thank Wall-to-Wall Studios and everyone involved who helped to make this creative and innovative campaign such a success.”

The URA partnered with Wall-to-Wall Studios to create a fun, clever, colorful *and* delicious multi-component campaign that used curiosity - and a bright yellow six-foot tall asterisk - to promote economic development.

“The URA has been involved in economic development projects in every City neighborhood, yet many people don’t know who we are, what we do or have misconceptions about our work,” said Robert Rubinstein, acting executive director. “We wanted to address those issues as well as target potential investors.”

Through a printed Annual Report/Prospectus, microsite, candy bars, business cards and asterisk the URA delivered its message, “Wherever You Are, There’s the URA,” several different ways.

“We recognize the Urban Redevelopment Authority of Pittsburgh for creating innovative and successful strategies to promote economic development in this period of global recovery,” said Jay Moon, IEDC chair. “Our awards honor organizations and individuals for their efforts in creating positive change in communities. The Urban Redevelopment Authority of Pittsburgh demonstrates that they are at the forefront of the economic development profession and are using cutting-edge, effective practices that can be replicated in other communities.”

IEDC’s Excellence in Economic Development Awards recognize the world’s best economic development programs and partnerships, marketing materials, and the year’s most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities.

**About the Campaign**

The asterisk denotes the message, “Wherever You Are, There’s the URA,” and was photographed around the City to create a buzz. The print piece illustrates Pittsburgh’s evolution over the past five years through the URA’s assistance, addressed misperceptions through partner testimonials and statistics, and made up for the absence of an annual report since 2005. The microsite, housed on the URA website, mirrors the print piece. The candy bars and business cards drove people to the microsite.

The prospectus is helping to fuel growth in the City. Taking the asterisk to events and having folks discover what it meant by driving them to the microsite via the cards and candy resulted in over 7,600 new hits to the microsite.

Download Annual Report/Prospectus by clicking the link: [http://www.ura.org/pdfs/URA\\_Brochure\\_Update\\_9-19-12.pdf](http://www.ura.org/pdfs/URA_Brochure_Update_9-19-12.pdf).

Click the link to visit the microsite: <http://www.ura.org/everywhere/>.

### **About the International Economic Development Council**

The International Economic Development Council (IEDC) is the world's largest independent non-profit membership and research organization devoted exclusively to the field of economic development. IEDC helps economic development professionals create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,400 members, IEDC provides a diverse range of services including conferences, professional development and certification, publications, research, advisory services, and legislative tracking. Visit [www.iedconline.org](http://www.iedconline.org).

### **About the Urban Redevelopment Authority of Pittsburgh**

The Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh's economic development agency, committed to creating jobs, expanding the City's tax base and improving the vitality of businesses and neighborhoods. The URA achieves this mission by assembling, preparing and conveying sites for major mixed-use developments; and by providing a portfolio of programs that include financing for business location, relocation and expansion, housing construction and rehabilitation, and home purchases and improvements. Visit [www.ura.org](http://www.ura.org).

### **About Wall-to-Wall Studios**

Wall-to-Wall Studios is an integrated brand design firm. Founded in 1992, we are a full-service agency headquartered in Pittsburgh, Pennsylvania with a second office in Honolulu, Hawaii. Our work spans many verticals, and we like it that way. We have experience representing the full emotional and aesthetic spectrum. Our clients are diverse - big, small and in between; local, regional and national. Visit [www.walltowall.com](http://www.walltowall.com).