

## FOR IMMEDIATE RELEASE

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### **FSC Marketing Communications Develops Unique Website for Urban Redevelopment Authority of Pittsburgh**

**PITTSBURGH, PA – June 16, 2010** FSC Marketing Communications, a full-service marketing, advertising and public relations agency, recently launched [PittsburghCityLiving.com](http://PittsburghCityLiving.com), a unique website that aims to help both current and future residents explore the 90 distinct neighborhoods of Pittsburgh. The site was developed in conjunction with the Urban Redevelopment Authority of Pittsburgh and the Office of Mayor Luke Ravenstahl.

FSC was tasked by the URA to develop a marketing solution that would help attract more residents to live in the City of Pittsburgh. Through conducting extensive market research among both residents and non-residents, FSC discovered that the defining characteristic of the city was its neighborhoods. Using this feedback, FSC developed the idea for [PittsburghCityLiving.com](http://PittsburghCityLiving.com), a website that would help newcomers to the city find their “perfect neighborhood match” through a fun and interactive quiz that matches lifestyle attributes to corresponding neighborhoods. In addition, the website serves as a one-stop portal for existing information about city news, resources and images, as well as city-sponsored programs and loans that make urban living more appealing and affordable.

“The site does a great job of reflecting the city’s charm for those moving to Pittsburgh, while offering a chance for those already living here to discover new places to explore,” says FSC Marketing Communications Principal and Owner Edward Flaherty, III. “The site is similar to Wikipedia in that it encourages user contributions in order to keep the content fresh and relevant. In designing the site, we all agreed that no one knows these neighborhoods inside and out like the current residents, and we will rely on community participation to make this site a robust resource.”

To maintain [PittsburghCityLiving.com](http://PittsburghCityLiving.com), “Neighborhood Ambassadors” are volunteering to provide up-to-date information, news and images for their neighborhoods, as well as information about upcoming community events. As the website evolves, the URA and approved Ambassadors will continue to make updates to the site through a customized content management system developed by FSC that is user-friendly and intuitive. Future upgrades to the

website under consideration include links to local realtor listings and the development of a social media campaign to expand the reach of the website.

Mayor Luke Ravenstahl proudly debuted the site to city officials, local media and community residents at the website launch event on May 17<sup>th</sup>, which was held at the North Side Carnegie Library. In addition to significant launch day press coverage the website has received initial positive response from the community, with over 900,000 hits since its launch and more than 80 neighborhood ambassador requests.

“We are very pleased with the response thus far, and are excited to see how [PittsburghCityLiving.com](http://PittsburghCityLiving.com) will evolve along with the City itself,” says Rob Stephany, Executive Director of the Urban Redevelopment Authority of Pittsburgh. “We hope that anyone who is considering calling Pittsburgh their new home will look to this resource as a guide to all of the great things the City has to offer.”

### **About FSC Marketing Communications**

FSC is an integrated marketing communications firm that specializes in developing ideas that build businesses through marketing strategy development, market research, account planning, advertising, web development, public relations, sales promotion, direct marketing and medical marketing. Now in its 15th year, the agency’s account roster includes the Port Authority of Allegheny County, Whirl Publishing, Fairmont Pittsburgh, Pittsburgh Downtown Partnership and PPG Industries. FSC is a member of the American Association of Advertising Agencies.

For more information, call 412-471-3700 or visit us online at [www.fscmc.com](http://www.fscmc.com)

### **About The Urban Redevelopment Authority**

The URA is Pittsburgh’s economic development agency that strives to expand the City’s tax base, create jobs, and improve the vitality of businesses and neighborhoods. Established in 1946, the URA was one of the first redevelopment agencies in Pennsylvania.

The City Living Initiative aims to increase awareness of and interest in city living to retain and attract residents to the City of Pittsburgh. Featured projects supported by the URA include: South Side Works (South Side), Glass Lofts (Garfield/Friendship), Federal Hill (Central Northside), and Bedford Hill Homes (Hill District).

For more information, call 412-255-6600 or visit us online at [www.ura.org](http://www.ura.org)

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