



For Immediate Release
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****MEDIA ADVISORY****

Link2Downtown to introduce students to careers at San Diego startups

Program part of EDC's and DSDP's broader talent retention efforts

SAN DIEGO – As a way to retain college graduates in the region, Downtown San Diego Partnership (DSDP) and San Diego Regional EDC will bring more than 100 university students to tour downtown startups and incubators as part of **Link2Downtown**. Computer Science students from San Diego State University and UC San Diego will tour EvoNexus, The Control Group, Mindtouch and Red Door Interactive.

According to the National Center for Education Statistics, San Diego universities conferred more than **40,000 bachelor's degrees** in 2014. While [recent data suggests](#) there has been an increase in young graduates staying in San Diego, there is still a perception that entry-level job opportunities and 'startup' culture are less common here than in other tech hubs. However, software and related tech jobs are expected to [grow by more than 18 percent](#) in the coming year – with many companies looking to hire recent grads.

Developed in 2014, Link2 is part of San Diego Regional EDC's efforts to retain college students after graduation. This is the second time EDC and DSDP have patterned together on Link2Downtown.

WHAT: Media Availability

WHO: Reid Carr, CEO, Red Door Interactive
Vivek Koppuru, UC San Diego computer science student
Other UC San Diego and SDSU students

WHERE: Red Door Interactive
350 10th Avenue, Suite 100
San Diego, CA 92101
With offices in San Diego, Encinitas and Denver, Red Door Interactive, Inc. is a data-driven advertising agency that employs more than 60 individuals. With a client list that includes Bosch & Thermador, Asics America & Global and Univision, Red Door has been recognized as a Best Place to Work by Advertising Age.

WHEN: Friday, April 15 at 1:30pm

VISUALS: Downtown, 'millennial-focused' office with views of the San Diego skyline.

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