



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

**EDC to launch San Diego: Life. Changing. to attract talent, grow economy**

*Campaign to provide resources for local companies, prospective residents to fuel further economic growth*

**San Diego** – In an effort to raise San Diego’s profile and attract and retain top talent in the region, San Diego Regional EDC is launching the San Diego: Life. Changing. campaign.

Officially launching at the Padres game after the news conference, the San Diego: Life. Changing. campaign is the culmination of the first phase of a year-long effort to refine a cohesive identity to attract and retain STEAM talent in the region. Nearly 100 local companies – called the [brand alliance](#) – have been part of its development including Illumina, ViaSat, Human Longevity, Inc., Intuit, SONY and more.

**WHAT:** Campaign website and toolkit unveil, brand explanation, media availability with local talent featured in the campaign

**WHO:** **Bill Bacon**, EVP, CBRE  
**Mark Cafferty**, President & CEO, San Diego Regional EDC  
**Lauree Sahba**, COO, San Diego Regional EDC  
**Ashley Van Zeeland**, Ph.D., CTO, Human Longevity, Inc.

*The following individuals, whose stories have been featured in the campaign, will also be available for interviews:*

**Justyna Kloda**, Officer and Program Manager, PvP Biologics  
**Karen Fortmann**, Ph.D., Senior Research Scientist, White Labs  
**Samantha Urban**, CEO, Urban Translations

**WHEN:** Tuesday, September 19 at 5:00-5:45pm  
Note: The campaign will officially launch at the [Padres game](#) at 6:30pm, following this event.

**WHERE:** The Skybox at DiamondView East Village  
350 10th Avenue  
San Diego, CA 92101  
*Complimentary parking available on-site for media personnel, accessible via 10<sup>th</sup> Ave. Validation will be provided at event.*

**VISUALS:** Campaign website and toolkit, views of downtown skyline at sunset

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