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San Diego: Life. Changing. launches to attract talent, grow economy

San Diego – San Diego Regional EDC officially launched [San Diego: Life. Changing.](#), a campaign to raise San Diego's profile and attract and retain top STEAM (Science, Technology, Engineering, Art, Math) talent in the region. [SDlifechanging.org](#) includes information about living and working in the San Diego region, and will soon include a digital toolkit to assist companies in their recruitment efforts.

The campaign was launched at a specially-themed **San Diego: Life. Changing Night** at the Padres game on September 19, with more than 15,000 in attendance.

San Diego: Life. Changing. communicates San Diego's evolving value proposition, driven by companies and people looking to change the world and upgrade their quality of life.

"We're not Boston, New York, San Francisco or Los Angeles. And we don't want to be," **said Mark Cafferty, president & CEO, San Diego Regional EDC.** "This campaign was developed by San Diego...and for San Diego to communicate the unique opportunities and experiences our region offers to companies and employees alike."

Extensive [research](#) proves that talent fuels economic growth, drives corporate decision-making and fuels entrepreneurship. If San Diego wants to remain economically competitive, it must continue to attract a talent pool that appeals to global companies.

The launch of the campaign is the culmination of Phase I of a year-long effort to refine a cohesive identity to attract and retain STEAM talent in the region. Hailing from life sciences and tech industries, nearly 100 companies with a San Diego presence have joined the "[San Diego Brand Alliance](#)" including Illumina, Human Longevity, Inc., SONY, ViaSat, Intuit – as well as many startups – and have provided feedback on potential recruiting tools and other San Diego assets.

"San Diego holds such tremendous opportunities for candidates, yet when recruiting top talent from outside of the region we still encounter the false perception that career options here are somewhat limited," **said Melinda Del Toro, senior vice president of People & Culture, ViaSat and vice-chair, San Diego Brand Alliance.** "The San Diego: Life. Changing. campaign reinforces the message we've been telling candidates for years: San Diego is a dynamic, rich environment with incredible opportunities to have both the career and life you want, that you just don't find in other regions."

Over the next two years, San Diego: Life. Changing. will continue to build out [SDlifechanging.org](#) to include full company profiles, a video library and additional recruiting tools for companies. In 2018, EDC will look to partner with local organizations to deploy the campaign in specific markets across the country.

Learn more at [SDlifechanging.org](#) and follow along at [#SDlifechanging](#). San Diego-based companies can request access to the recruiting toolkit [online here](#).

Please see [press kit and FAQs](#) for additional information about the campaign.

About San Diego Regional Economic Development Corporation

San Diego Regional Economic Development Corporation's (EDC's) mission is to maximize the region's economic prosperity and global competitiveness. As an independently funded non-profit fueled by more than 160 companies and organizations, EDC takes a data-driven approach to attracting, retaining and expanding companies and the talent pool across the region's three traded economies: military, tourism and innovation. sandiegobusiness.org

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