



MEDIA ALERT

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THE "RETAIN THE BRAINS" MARKETING PLAN COMPETITION CULMINATES TOMORROW

Teams Compete in a "Finals" Round to Win Top Honor and Prizes

What: Four local college teams will present their marketing plans in the final round of the *Retain the Brains* competition. Local, esteemed business and community leaders will judge the competition. Each student from the winning team will receive \$1,000 per person, a "Rochester Pass" (free entry to many of Rochester's cultural and sporting venues), and a guaranteed interview with a local company of their choosing from a distinguished list of participating companies. The winning plan will have its messages and themes integrated into our region's "Rochester: Made For Living" marketing campaign.

Where: HSBC Auditorium, One HSBC Plaza, 100 Chestnut Street, downtown

When: 2 p.m. – 5 p.m., Wednesday, May 5. The winning team will be announced between 5:45 p.m. – 6 p.m., with a reception immediately following.

More: Over a two-month period, the *Retain the Brains* competition challenged local college students to create a plan to market the Rochester region to people similar to themselves – young, educated, and between the ages of 18 – 28. The competition was open to all area undergraduates. The five-member teams in the finals represent Monroe Community College (MCC), Roberts Wesleyan College, St. John Fisher College, and the University of Rochester.

Rochester Young Professionals, in collaboration with the Rochester Chapter of the American Marketing Association (RAMA) conducted the program. For more information, please visit www.RetainTheBrains.com and www.RochesterYoungProfessionals.org.

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