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**CLEVELAND** *City Living*

# Press Release

## **Cleveland City Living Makes Downtown Cleveland the First Choice among New Residents**

*PR Newswire, who recently consolidated many of its Global offices to downtown Cleveland, has nearly twenty employees living downtown according to*

**Cleveland, OH – February 12, 2007:** Cleveland City Living, a non-profit company founded in June of 2006, paired up with Kevin Schmotzer in the city of Cleveland Economic Development office this winter to encourage employees of PR Newswire to live in the city. The result has been a true success. Over 75% of the employees that elected to relocate to Cleveland have chosen to live downtown.

Scott Phillips, Jr., executive director of CCL, gave presentations, distributed literature, and toured PR Newswire employees through the various neighborhoods of downtown Cleveland. “We showcased some exciting downtown apartment communities, and really spent time focusing on the lifestyle of downtown residents,” the 23 year old founder of CCL explains.

The employees, primarily traveling from large metropolitan areas such as New York, Minneapolis, and Washington D.C., were encouraged to familiarize themselves with Cleveland in an effort to retain their current talent as the companies offices consolidate. David Haapaoja, Senior Vice President of Global Operations for PR Newswire, said their retention of trained employees through the consolidation has exceeded his original goals and expectations.

Patrick McGinnis and his wife, who have decided to relocate to downtown Cleveland from PR Newswire in Washington, D.C., commented, “We were really impressed by the tour...The locations that we saw and information that we received [were] key factors in our decision [to relocate.]”

Phillips believes that by creating awareness of “city living” in Cleveland, “We will develop a trend of young professionals moving downtown after they graduate college and begin their careers.”

Phillips can be reached for further comment at 216.373.6959

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