

Boston World Partnership Marks One-Year Anniversary with Jobs Creation Success Stories

Mayor Menino Celebrates Non-Profit's Economic Growth in Boston

Boston, MA - March XX, 2010 – One year ago, Boston World Partnerships (BWP), a non-profit organization created by Mayor Thomas M. Menino, embarked on a plan to make Boston the first city in the world to implement a global alumni strategy in order to drive economic growth. In that time, the organization has built up a buzzing hive of innovators, entrepreneurs and business leaders who comprise a unique citizen sales force. BWP will celebrate its first anniversary at an event Tuesday night at Boston's Liberty Hotel where it will unveil its economic development success stories, including the creation of more than 200 jobs.

Mayor Menino will join BWP to celebrate a successful first year of service to Greater Boston at the Anniversary Celebration at The Liberty Hotel (215 Charles Street) from 5:30-8:30 p.m. The event will mark the launch of the Odd Pairing Experiments, BWP's new event series that demonstrates how intellectual sparks fly when people with different expertise and different cultural perspectives come together to share ideas and change the world. Speakers will include Mark Turrell, CEO of Imaginatik, Bill Brett, photojournalist for *The Boston Globe*, and Sangita Chandra, BWP Connector and Emmy Award-winning producer of WVCB's *Chronicle*.

"In our first year, BWP has helped Boston create more than 200 new jobs. BWP now has connections in cities from London to Istanbul, shaping perceptions of Boston and generating high-quality leads to fuel economic growth," said Mayor Thomas M. Menino. "The organization is changing the way we market Boston to the world and ambitiously building a channel of partners that generate local and international business opportunities for Greater Boston."

Each high-quality lead represents a specific, actionable opportunity to create jobs, attract a business, strengthen an existing Boston business, support entrepreneurship or enhance workforce development. To achieve these goals, BWP is growing a global community of Connectors – dynamic, high-achieving business people who represent a broad cross-section of key industries, as well as a range of cultural communities and countries of origin.

The global community helps to share information about Boston's competitive advantages and gather intelligence on economic growth opportunities that should be pursued. This network exists around an information-rich website and an array of social media tools, as well as events held locally and abroad where Boston professionals can come together to share ideas, insights and other resources.

"This year, BWP's Connectors generated successes across every category of economic activity – job creation, workforce development, entrepreneurship resources, and actionable leads for business growth," said Dave McLaughlin, BWP's executive director. "We proved that it's possible to take the passion that people feel for Boston and put it to work in ways that actually strengthen the local economy."

Future plans for the organization include growing the number of events both locally and abroad. BWP has also begun to diversify its revenues by reaching out to those who benefit indirectly (larger corporations and other stakeholders in the Greater Boston economy), while simultaneously starting to generate revenues from those who benefit more directly through a membership program and a set of premium services that network participants can purchase to achieve higher impact results.

About Boston World Partnerships

Boston World Partnerships was founded by Mayor Menino to raise global awareness of Boston as one of the world's foremost centers of intellectual capital and innovation, offering tremendous competitive advantages to growth-minded businesses. A registered 501(c)3 nonprofit organization, BWP is a public-private venture, launched with performance-based seed funding from Procter & Gamble and The Boston Redevelopment Authority. Board members include several major corporate CEOs, university presidents, community leaders, and other leading executives. The mayor serves ex officio as Board Chair. Other ex officio board positions include the Commonwealth's Secretary of Economic Development and the Director of the Boston Redevelopment Authority. BWP has received additional sponsor funding and in-kind support from large corporations and law firms, and from small entrepreneurial companies. Examples include Microsoft, Brown Rudnick, ML Strategies, Winslow Evans & Crocker, Maloney Properties and Fresh Tilled Soil.