

Boston World Partnerships and The Boston Globe Launch Joint Series of Live Events

The series gathers Greater Boston's influencers to promote Boston's best assets and exchange resources

BOSTON, Mar 29, 2011 (BUSINESS WIRE) -- [Boston World Partnerships](#) ("BWP") and [The Boston Globe](#) today announced that they will kick off a series of joint events to highlight the innovative capacity of greater Boston's dynamic economy. The events will convene professionals across a range of industries to share cutting-edge ideas and practices.

The first event, scheduled to take place at 6 pm on April 13 at the Mandarin Oriental Hotel, will explore the interaction and interdependence of traditional journalism and social media. Highlighting the latest innovation and business decisions shaping the traditional media industry, the discussion will feature **Marty Baron**, editor of The Boston Globe, **Joshua Benton**, founding director of Neiman Journalism Lab at Harvard University, **Nasser Weddady**, director of outreach, American Islamic Congress, and **Jules Pieri**, Founder and CEO, Daily Grommet. **Jonathan Chavez**, director of analytics of SocialSphere, will moderate the conversation.

Other events planned will cover such topics as how to establish network links between emerging and established businesses; talent retention and job creation; and operational "dilemmas" facing new business founders.

"This series of live events, bolstered by the communication power of Boston World Partnerships' network of local innovation experts, will stimulate constructive dialogues about expanding Boston's economy," says Boston Globe Publisher Chris Mayer, "We also plan to extend the conversation by leveraging the wide-market reach of [Boston.com](#)."

The series of events is part of the Globe's overall collaboration with Boston World Partnerships. Since its launch in February 2009, the Boston World Partnerships Connector Network has pursued a hybrid strategy of online social network activity paired with offline events to create a valuable community of civic-minded representatives of Boston's economy. At the center of this activity, staff members act as network concierges, guiding the leaders of growing businesses to identify and access sites, financing, partners, talent, and other critical resources.

BWP has gathered influencers who represent the diversity of Boston's talent. 41% of Connectors are women; 31% are people of color; and 21% were born outside of the United States, representing 30 countries. 68% of Connectors have started a business. This entrepreneurial network has created and catalyzed access to resources for growing businesses.

"BWP created a model that engages Bostonians in the process of promoting and growing the economy in our city," said Boston Mayor Thomas Menino. "Boston's greatest assets are its people, and BWP and the Boston Globe know that."

"It's a very exciting time for us," said BWP's Executive Director Yoon Lee. "The cumulative effect of combining high quality programming with our Connectors and Boston.com helps us to accomplish our mission of growing businesses through fine-grained business matchmaking."

About Boston World Partnerships:

Boston World Partnership is a nonprofit economic development initiative founded and chaired by Boston Mayor Thomas M. Menino. Founded in February 2009, the organization has received major funding support from the Boston Redevelopment Authority, Procter & Gamble, the State Street Foundation, and Fidelity Investments. The Connector Network strategy has led to the creation of 362 new jobs in Greater Boston and nearly \$40 million in new statewide spending, as well as a broader range of benefits that include workforce development for Boston Public School students and for early-stage startup entrepreneurs.

About The Boston Globe:

The Boston Globe is wholly owned by The New York Times Company (NYSE: NYT) , a leading media company with 2010 revenues of \$2.4 billion, which includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers and more than 50 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

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