

Massachusetts

www.MassItsAllHere.com

It's all here.[®]

CONTACT

Kofi Jones

617-788-3652

617-721-2231

Kofi.jones@state.ma.us

itsallhere@massitsallhere.com

September 17, 2009 - For immediate release:

Massachusetts: It's All Here Launches Statewide Promotional Effort

Innovative partnership will position state for job growth, business expansion, student retention and economic prosperity

(CAMBRIDGE) A new statewide promotional effort was launched today at Akamai Technologies in Cambridge, Massachusetts. The **Massachusetts: It's All Here** marketing campaign, a public-private partnership between the Commonwealth's Department of Business Development, MassEcon, MassDevelopment, and the Massachusetts International Trade Council, unveiled a collaborative web-based effort, focused on retaining existing employers and attracting new jobs, businesses and creative talent to Massachusetts.

"Massachusetts is the best place to grow, work, play, live and study," said Governor Deval Patrick. "The It's All Here campaign showcases all we have to offer and furthers our ongoing efforts to promote the state's global strengths."

The **It's All Here** campaign features a new web site (www.massitsallhere.com), designed by local firm 451 Marketing, and connects a constantly growing network of those committed to establishing Massachusetts as the destination of choice for every business, young mind and new idea contemplating a home in Massachusetts. The adopted model, which categorically breaks information down into *Grow here, Live here, Work here, Play here, Study here*, allows for simple navigation and accessibility, as well as linkage throughout the Massachusetts ecosystem. Dozens of industry groups, regional councils, agencies, and organizations throughout the state have adopted the It's All Here logo and linked into the portal, providing the state with a common web-based resource.

"It's All Here has achieved a wholly organic means of promoting the state as the ideal place for everyone from students starting their careers to businesses looking to expand

here, to tourists looking to build the perfect getaway,” said Susan Houston, Executive Director of MassEcon. “We believe the model is both easy to adopt and truly effective.”

“MassDevelopment is in the business of working collaboratively to help grow the Massachusetts economy,” said Bob Culver President of MassDevelopment. “This is why I have been so proud to work on this campaign. Already we have seen a great willingness from all parties to work toward the common good.”

The campaign includes:

- The ***It's All Here*** web site (www.massitsallhere.com), a one-stop portal that provides consumers, be they businesses, individuals, families, tourists, or students, with comprehensive Massachusetts resources and mutual connectivity to public, private and academic partners throughout the state.
- Quarterly focus areas that will highlight:
 - Opportunity here (fall 2009)**
Job openings, networking and resources for college students
 - Grow here (winter 2009-2010)**
Best places in the Commonwealth to grow a business
 - Entrepreneurship here (spring/summer 2010)**
Entrepreneurship and innovation in Massachusetts
 - Global leadership here (summer fall 2010)**
Massachusetts in the lead
- The appointment of the campaign’s Advisory Council, a diverse and talented team of professionals who have volunteered their expertise to ensure the growth and effectiveness of the campaign:
 - **Michael A. Greeley**, General Partner *Flybridge Capital Partners*
 - **Micho Spring** *Chairperson, U.S. Corporate Practice and President, Weber Shandwick - New England*
 - **Kiki Mills**, Executive Director *Massachusetts Innovation & Technology Exchange*
 - **Kenneth Turner**, Consultant *Trident Interactive Media*
 - **Allan Blair**, President and CEO *Western Massachusetts Economic Development Council*
 - **Brendan Ciecko**, Founder *Ten Minute Media*
 - **Zamawa Arenas**, Founder *Argus Communications*

“The Massachusetts spirit of innovation, entrepreneurship and opportunity has benefitted the state, the nation and the world,” said Secretary of Housing and Economic Development Greg Bialecki. “This campaign will provide a collective platform for telling the Massachusetts story.”

“Since our founding in 1998, Akamai has found great value in doing business here in Massachusetts,” said JD Sherman, CFO at Akamai. “We have benefited from the great talent pool for technology and business-related positions because of the state’s strong university setting, and we have built lasting partnerships with many other local technology leaders. We are here in Massachusetts, and thriving as a company, for all the reasons set forth in this important campaign.”

Originally formed and trademarked in 2003, *It’s All Here* is a public private partnership between the Commonwealth’s Department of Business Development, MassEcon, MassDevelopment, and the Massachusetts International Trade Council. The campaign is dedicated to maximizing job growth and regional economic prosperity in Massachusetts, strengthening Massachusetts businesses, increasing capital investment in the Commonwealth, supporting all regions and communities in Massachusetts, retaining the state’s highly valued workforce, and supporting a diversity of innovative industries. For more information contact itsallhere@massitsallhere.com.

(###)