

FOR IMMEDIATE RELEASE
Wednesday, October 21, 2009

Beverly Morrow-Jones, (412) 325-0294
Lynne Glover, (412) 325-0295

Science Matters – Especially in Pittsburgh!
Pittsburgh to Host the Intel International Science and Engineering Fair

PITTSBURGH –VisitPittsburgh is pleased to announce that The Intel International Science and Engineering Fair, a program of Society for Science & the Public (Intel ISEF), the world’s largest international pre-college science competition, will be hosted in Pittsburgh in 2012, 2015 and 2018 at the David L. Lawrence Convention Center.

“With its extraordinary commitment to and investment in research, Pittsburgh has become a prominent center of science – in the U.S. and around the globe,” said Elizabeth Marincola, president of the Society for Science & the Public. “We’re delighted to be able to bring our event to this innovative city – a city whose success in these fields is inspirational.”

Intel ISEF provides an opportunity for aspiring scientists, researchers and innovators in grades 9-12 to showcase their work on a global platform and compete for nearly \$4 million in awards.

“On the heels of the Pittsburgh Summit, this is another great opportunity to showcase the region’s transformational development in science and technology to such a young and innovative audience,” said Joe McGrath, president & CEO of VisitPittsburgh.

Each year, the six-day event is expected to bring an estimated \$8.4 million in direct spending to the region with nearly 5,000 people in attendance, including over 1,500 competing students, parents and judges from over 50 countries. An additional 5,000 to 10,000 local students, teachers and parents are also expected to attend.

Once again, Pittsburgh will be on the international stage. In past years, the Intel ISEF has received attention from outlets as varied as the *New York Times*, CNN International and the Conan O’Brien show.

VisitPittsburgh is the official tourism marketing and promotion agency of the Pittsburgh region. It is dedicated to generating convention, trade show and leisure travel business for the Pittsburgh region.

###