



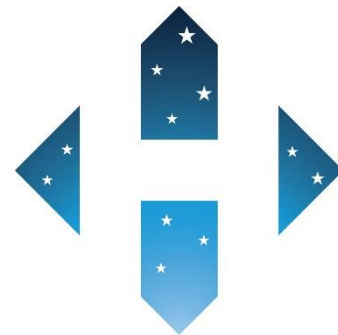
HYPE launches new Trending Topics Series, focuses on Houston's image and attracting talent to the region

The Partnership's Houston Young Professional Endeavor (HYPE) program launched the new Trending Topics Series on Wednesday, March 11 in the Partnership board room. Cari Broderson, Partnership Vice President of Economic Development Marketing, presented on the *Houston: The City with No Limits* campaign and accompanying talent attraction effort.

Nine months ago, the Greater Houston Partnership launched the *Houston: The City with No Limits* image campaign as a platform to combat old stereotypes about Houston, and to more accurately tell the story of Houston as a diverse, vibrant city with endless possibilities. "The more of us that can share this story and the more frequently we can tell that story, the more impact as a community we'll have over time," said Broderson. "With the NCAA Final Four Men's Championship and the Super Bowl coming to Houston, now is the time to be working together to put Houston's best face forward."

The Partnership's Houston Talent Attraction Initiative guides the efforts to leverage and implement Houston's new image campaign to help recruit highly-skilled professional talent to the Houston region. "Houston's incredible economic growth has increased the need for highly-skilled, degreed professionals, particularly in energy, life sciences, technology and advanced manufacturing," said Jon Norby, Director of Talent Attraction and Marketing for the Partnership.

HYPE's Trending Topics Series is designed to give young professionals an inside look at the newest developments, trends and issues tackled by the Partnership, and bring together community leaders and young professionals for a lively exchange.



HOUSTON

THE CITY WITH NO LIMITS