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Labor-Business coalition launch ad urging western Pa. to become epicenter of post-Covid economic recovery

PITTSBURGH – An organization of business, labor and civic leaders today launched a major advertising campaign calling for a community discussion about making western Pennsylvania the center of the post-pandemic economic recovery.

“The Coronavirus pandemic revealed major weaknesses in the American business supply chain, as thousands of companies found themselves shut down when vendors in Asia and Europe were closed in the early stages of the crisis,” said Morgan O’Brien, co-chairman of Pittsburgh Works Together.

Pittsburgh Works Together was launched in the final moments of the pre-Covid economy in a major rally – the last of its kind – before the government ordered restaurants closed, banned gatherings of more than 10 people, and triggered shutdowns that resulted in more than 40 million people unemployed nationwide.

“We aren’t merely coming out of a quarantine. We’re emerging from wreckage of a shattered economy and it’s time for a community conversation about how not to merely reopen, but to rebuild and redesign the economy in this region,” said Jeff Nobers, executive director of Pittsburgh Works.

The group has placed a major 30-second advertising buy on Pittsburgh television stations to call for the region to reclaim its spot as a center of manufacturing, while building on its emerging high-tech and biomedical sectors.

“Our message is that, if we work together, Pittsburgh and the region can have good jobs and a good environment. We can have good-paying, family-sustaining jobs in both the traditional and emerging industries,” Nobers said. “If we are to truly incorporate justice, equity and opportunity for all as a region, then a vibrant, growing and diversified economy is necessary. “

“But we need to face this challenge with the understanding a win for one segment of our population doesn’t require that another one lose.”

Both Nobers and O’Brien described the reopening of the economy as a generational opportunity – one that could define the region and determine its future for decades to come.

“The advertising spot says: ‘This is our moment, Pittsburgh. Let’s not miss it.’ I can’t think of a more important message,” O’Brien said.

View Commercial: <https://www.youtube.com/watch?v=RdZ6BEqOjOA&feature=youtu.be>