

PRESS RELEASE

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Raleigh Team Announces Details for SXSW 2019 Activation

Three organizations from Raleigh will attend South by Southwest in Austin, Texas to represent Raleigh.

Raleigh, NC – On Saturday, March 9, a team of partner organizations will travel to Austin, Texas and host a booth at the [South by Southwest Interactive Trade Show](#). Wake County Economic Development, the City of Raleigh, and the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh) will host a new activation at SXSW, featuring a compelling message asking attendees to “Picture Yourself in Raleigh.”

This year’s activation will aim to share the Raleigh story with the global SXSW audience during the four-day trade show, March 10-13. The goal with this year’s activation is to showcase Raleigh as a diverse and inclusive community as it relates to people, business, industry, and culture. The activation will aim to promote brand awareness, drive interest to our culture and entrepreneurial community, and represent the business ecosystem.

The “Picture Yourself in Raleigh” activation will invite SXSW attendees to step into Raleigh to experience what makes Raleigh an incredible place to visit, a competitive location to bring your business, and a destination for top talent. Attendees in the booth will interact with a 12-foot-tall mural created in partnership with the [Raleigh Murals Project](#) and Gino Reyes and team at [The Assembly](#) that visually shows the depth of our ecosystem and the culture of our community. Attendees also will be invited to admire [Nate Sheaffer’s](#) 10-foot “Raleigh” neon sign, while sampling three different beers from [Trophy Brewing Co.](#), and coffee from [Slingshot Coffee](#).

“We are looking forward to showcasing Raleigh as a diverse and inclusive community this year at South by Southwest (SXSW). The interactive trade show offers us a strategic opportunity to share what makes Raleigh a dynamic location for people and businesses of all shapes and sizes,” said Veronica Creech, economic development manager, City of Raleigh. “We will be sharing our culture and entrepreneurial community with SXSW’s global audience and look forward to telling the Raleigh story.”

“We’re excited to partner with the City of Raleigh and Wake County Economic Development to tell our region’s story at SXSW,” said Loren Gold, executive vice president of the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh). “This collaboration is a prime example of the role tourism plays in the broader economic development landscape, as quality of place is paramount whether you’re attracting talent, businesses, or tourists. After all, it all starts with a visit.”

“SXSW is an incredible platform for us to share the Raleigh story with a global audience. From an economic development perspective, SXSW offers us the chance to interact with top talent,



executive-level professionals, and potential companies and startups looking for a new location,” said Michael Haley, executive director, Wake County Economic Development. “SXSW is a unique opportunity for a dedicated team of partners to share our story and increase awareness of this incredible city.”

The Raleigh SXSW team will join other well-known Raleigh names, including [Cindy Eckert](#) who is speaking during a feature session titled, “Is Healthcare a Tale of Two Sexes?” and on a panel titled “Life Overhaul: How to Turn #FML to #Blessed” and [Tom Snyder, executive director for RIoT](#), will also be attending and hosting a panel titled, “How IoT is Shaping the Future of Cities.”

The Raleigh SXSW team will be sharing live updates on the trade show, booth activities, relevant panel content, and photos from the show. Programming details and updates will be available on www.pictureyourselfinraleigh.com, Raleigh-wake.org/blog, and on social media [@RaleighWake](#), #PicRaleigh, and #Raleigh2SXSW.

About Wake County Economic Development (WCED)

Wake County Economic Development (WCED), a program of the Greater Raleigh Chamber of Commerce, is the primary economic development organization for Wake County and supports the economic development efforts of its 12 municipalities. WCED hosts clients evaluating Wake County for possible facility locations each year and facilitates dozens of corporate expansions, resulting in new jobs and capital investment for Raleigh and Wake County. For more information about WCED, visit www.raleigh-wake.org.

South By Southwest (SXSW)

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2019 will take place March 8-17, 2019.

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