



REGIONAL GROWTH PARTNERSHIP
Building a High-Performance Economy

NEWS

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Toledo Area Featured on CNN Through RGP's Editorial Marketing Program

TOLEDO, Ohio – The Toledo region's advancements in solar research and development have attracted the attention of the national broadcast media. CNN, one of the world leaders in 24-hour cable news, featured Toledo in a segment March 24 about "green collar" jobs.

<http://swampbubbles.com/toledo-green-collar-jobs-cnn> The piece included an interview with Xunlight President and CEO Dr. Xunming Deng, as well as a recently hired safety engineer who found a new career after working in the automotive industry for 35 years. Xunlight is a start-up manufacturer of advanced solar cells. Toledo Mayor Carty Finkbeiner was also included in the segment.

"This type of national recognition validates the success of our regional efforts, which we ultimately believe will help us in diversifying our economy and lead to the creation of high-tech businesses and good-paying jobs," said Steve Weathers, president and CEO of the Regional Growth Partnership.

(More)

The story developed after CNN contacted the RGP, having read about northwest Ohio's solar capabilities in a Newsweek magazine article from last fall. The RGP helped connect CNN with local leaders in the solar industry, which ultimately resulted in two days of interviews March 13-14.

This story follows on the heels of two other prominent successes through the RGP's editorial marketing program. In December, the Wall Street Journal ran a story focusing on Toledo's effort to reinvent itself as a global leader in solar energy based on its original success in glass. And last October, Newsweek printed a two-page article on the number of new job opportunities in Toledo that are emerging in the renewable energy fields.

The Regional Growth Partnership is a private nonprofit development corporation dedicated to fostering local, national and international economic growth opportunities for Northwest Ohio.

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