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## FOR IMMEDIATE RELEASE

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## **GOLDEN TRIANGLE AMBASSADOR PROGRAM LAUNCHES, PROVIDING ENHANCED HOSPITALITY AND PUBLIC ASSISTANCE ON CITY STREETS**

**Downtown Pittsburgh** - Today, the Pittsburgh Downtown Partnership (PDP) announced the official launch of its new **Golden Triangle Ambassador program**. Operated by Block by Block, with funding from the City of Pittsburgh and community partners, this initiative expands upon the PDP's existing Clean and Outreach services in Downtown by bringing eleven additional full-time staff to create a new program that brings community service representatives to Downtown streets seven days a week.

"Downtown is Pittsburgh's heart and soul, and these Ambassadors will play an integral part in helping everyone feel safe and welcome in the heart of our great city," said Mayor of Pittsburgh Ed Gainey. "We have seen this type of program work in other cities, and we believe that this initiative will be a critical piece of our efforts to help more people be able to enjoy all that Downtown has to offer."

The Ambassador program launches during a time of rapid change and growth in Downtown, as commuters return to the office at exponential rates and the residential population continues to rise, with an estimated 4,400 new residential units in the pipeline. Meanwhile, visitor foot traffic has nearly recovered to 2019 levels, with an estimated 60,000 people passing through Market Square every week, and restaurants and retailers seeing business that rivals or surpasses pre-pandemic levels.

The Golden Triangle Ambassadors will complement the PDP's highly successful Clean and Outreach teams and provide an easily identifiable and highly visible presence with branded uniforms and equipment. A well-trained team of eight full-time ambassadors, two supervisors, and a dispatch officer will work in shifts, 7 a.m. – 11 p.m., seven days a week, to deliver hospitality and public assistance, walking and biking patrols, monitoring, reporting, and expanded outreach with local businesses.

"Our ambassadors will greatly enhance our efforts to make Downtown a more welcoming place by adding more trained personnel and key resources to our streets and public spaces," said PDP President & CEO Jeremy Waldrup. "It takes a village to get these programs off the ground, and I'm grateful for partners like the Allegheny Conference and the generous support of the City, the philanthropic community, and corporate partners who make this initiative possible."

The Benter Foundation, a key philanthropic supporter of the Ambassador program, noted a strong alignment with the organization's mission to enhance life in our city's urban core. "Supporting a program like this is an investment in the future of Downtown as a livable, welcoming and thriving community that reflects the region as a whole," said Foundation President William Benter.

Lou Cestello, Pittsburgh regional president for PNC Bank, a corporate sponsor of the Ambassador program, added, "Pittsburgh is PNC's hometown, and we feel passionately about making this a city where all our constituents can thrive. We are excited to collaborate on this program to improve the experiences of those who live, work, and visit the center of our city. The Ambassadors will be a welcome presence for the Downtown business community as well as the tens of thousands that visit regularly for cultural and sporting events."

The PDP is extremely grateful for the continued commitment and support of business and program partners who are instrumental to the successful launch of the Golden Triangle Ambassador program, including:

- Benter Foundation
- Buchanan Ingersoll
- Buhl Foundation
- Calgon Carbon
- Citizens
- City of Pittsburgh
- Duquesne Light
- Eden Hall Foundation
- Giant Eagle
- Highmark
- Huntington
- Koppers Inc.
- PITT OHIO
- PNC
- PPG
- University of Pittsburgh
- UPMC

***About the Pittsburgh Downtown Partnership***

Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations, and residents who provide energy, vision, and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com), LinkedIn at [www.linkedin.com/company/pittsburgh-downtown-partnership/](http://www.linkedin.com/company/pittsburgh-downtown-partnership/), and follow us on Twitter, Facebook, and Instagram: @downtownpitt.