



Text File

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Bill No: 2023-2060, **Version:** 1

Committee: City Council

Status: Adopted

WHEREAS, the American Advertising Federation Pittsburgh (AAF Pittsburgh) is celebrating their 100th Anniversary with year-long festivities that started on April 14, 2023; and,

WHEREAS, on April 24 - 25, 1928, AAF Pittsburgh hosted the first Annual Exhibit of the Pittsburgh Advertising Club, held in the Chamber of Commerce Auditorium. Exhibitors and awardees included First National Bank, Joseph Horne Company, Kaufmann's, Ketchum Advertising, Peoples Natural Gas, and Westinghouse Electric, among others; and,

WHEREAS, in November 1997, AAF Pittsburgh hosted its first Media Auction to raise funds for the American Advertising Federation Pittsburgh Scholarship; and,

WHEREAS, since its inception in 1999, the scholarship, administered by The Pittsburgh Foundation, has awarded over \$128,000 to western Pennsylvania college students pursuing an education in communications, marketing or advertising; and,

WHEREAS, in 2007, AAF Pittsburgh inducted the first class of inductees into the Pittsburgh Advertising Hall of Fame; and,

WHEREAS, AAF Pittsburgh launched thePitch, an annual student competition, in 2010, which is a one-day, real world advertising competition which places student teams at western Pennsylvania advertising agencies and offers the hands-on opportunity to pitch a marketing plan to a real non-profit organization; and,

WHEREAS, Ad 2 Pittsburgh is a membership organization which provides networking and mentorship opportunities for young communications, marketing and advertising professionals, under the age of 32 and on July 1, 2013, was created as an affiliate of AAF Pittsburgh; and,

WHEREAS, in honor of the 100th Anniversary, AAF Pittsburgh will host the inaugural Pittsburgh Advertising Week (PGH AdWeek) October 19 - 20, 2023, at the Pittsburgh Playhouse at Point Park University, which is a two-day conference will include 33 speakers across several brands, agencies and backgrounds; and,

NOW THEREFORE BE IT RESOLVED, that the Council of the City of Pittsburgh commends the American Advertising Federation of Pittsburgh for providing numerous professional opportunities for young professionals, for providing critical scholarships for students, and for supporting nonprofits in our region; and,

BE IT FURTHER RESOLVED, that the Council of the City of Pittsburgh does hereby declare October 16th, 2023 through October 22nd, 2023 to be "Pittsburgh Advertising Week" in the City of Pittsburgh.