



For Immediate Release
October 29, 2019

Contact: Elle Hanna
315.470.1800
ehanna@centerstateceo.com

CenterState CEO Launches Good Life CNY Talent Attraction Initiative

Campaign will promote Central New York to prospective job candidates, help local firms recruit talent to fill more than 3,000 open positions

(SYRACUSE, NY) – At its Economic Champions Luncheon today CenterState CEO launched the Good Life CNY talent attraction initiative, in partnership with Advance Media New York, to aid local companies in their search for new employees. Based on research and strategies originally developed by the CNY Talent Task Force, the initiative offers a collective approach to talent attraction for many of the region’s industries with the highest demand for talent.

Good Life CNY is an all-in-one resource, which can be found at www.goodlifecny.com, for CNY companies who need to sell the area to job candidates. Coupled with a targeted, out-bound digital marketing strategy and a next-generation job board, Good Life CNY aims to enhance the hiring process for the many Central New York companies who struggle to source talent. As part of the initiative, Advance Media New York will tell the region’s story, illustrating that it’s a great, inexpensive place to live, easy to get around, in a beautiful central location, with an abundance of job opportunities, and plenty of entertainment and recreational options.

“We talked today about the strong momentum, driven by job creation and investment, that is propelling our economy toward a brighter future,” said Rob Simpson, president of CenterState CEO, “Now we need to celebrate these successes and create a sustained, positive environment for sharing our story. Thankfully, we now have a new tool to do just that with Good Life CNY. Companies can now take advantage and share with their prospective hires the stories and messages we’ve seen developing these past years: that Central New York is a wonderful place to live with an abundance of job opportunities.”

The Good Life initiative arms local companies with videos and stories promoting the area’s attributes. The Good Life CNY website features information potential candidates are most interested in – many of which they would need to consider relocating to the area. The interactive website highlights interesting workplaces, and is embedded with links to entertainment, real estate, school district information, and more. It also includes a new feature, called Talent Connect, which is a resource for hiring managers and job seekers to connect on job opportunities in Central New York. The marketing campaign will target candidates primarily in the Northeast states and will focus primarily on candidates in technical, engineering and health-related fields.

CenterState CEO partnered with Advance Media New York to develop the website and to develop and execute the marketing campaign. Tim Kennedy, Advance Local president said, “Branding and selling the area is key to bringing new people to our community, for our future.” “We have a great regional story that needs to be told better than it ever has. That’s what we do best – telling stories and finding and developing the right audience ready to hear them.”



CENTERSTATE
CORPORATION FOR ECONOMIC OPPORTUNITY

The website and campaign will focus on the positive appeals of relocation to Central New York, centered around key themes that include:

- Abundance of job opportunities
- Low cost of real estate and home purchases
- Outdoor activities in the areas
- Central location, proximity to metropolitan areas
- No traffic – you can get anywhere in 20 minutes or less
- Strong presence of healthcare and education institutions

CenterState CEO's partners in launching this initiative include:

INFICON

M&T Bank

National Grid

Pathfinder Bank

Rapid Response Monitoring Services, Inc.

Saab

Syracuse University

Turning Stone Resort & Casino

Bristol-Myers Squibb

C&S Companies

Onondaga County

Fust Charles Chambers LLP

SyracuseCoE

Le Moyne College

SRC Inc.

Thompson & Johnson Equipment Co., Inc.

AXA

###