

TO: Pittsburgh Press
FROM: Charissa Lauren, Publicist
EVENT: The Pittsburgh Business Diversity Conference 2023
DATE: June 8, 2023
LOCATION: Wintergarden at PPG

FOR IMMEDIATE RELEASE

UPMC to Sponsor the Pittsburgh Business Diversity Conference 2023

"It was my freshman year of college, and I was getting ready to pack my bags and head home after my grades weren't making the cut, until one teacher took me aside for a 5-minute conversation discussing my undiagnosed dyslexia. This conversation led me to success and thereafter to pursue two masters' degrees and now own two businesses and am currently launching my first book. I became a successful Pittsburgh Entrepreneur all because one teacher gave me 5 minutes. All because one teacher cared." - Pancho Timmons

To advocate and educate for workplace diversity, inclusivity, and equality. This is the very inspiration that drove Social Entrepreneur Pancho Timmons to changing corporate America, and it was rooted from his own experience as a student with dyslexia and a minority. Now, he formally announces the 2nd **Pittsburgh Business Diversity Conference**, proudly sponsored by **UPMC**. To take place on June 8, 2023, at the Wintergarden at PPG, the conference will pull over 200 professionals to discuss internal issues and necessary improvements.

Featuring speakers such as Dr. Jessica Spradley, Pedro Silva, and Anthony Stough, the conference will create opportunities for institutions and businesses to make new connections and learn strategies to eliminate barriers, create opportunities and increase growth. The panels will include the topics of women in tech, diverse business owners, recruiting and retaining diverse talent, recruiting disabled veterans, breaking the glass ceiling for black women and minorities, imposter syndrome and more.

The event will bring in community organizations and business leaders to address issues of diversity and inclusion and how it impacts social and economic growth. Diversity is, simply put, good business but 41% of managers say they are "too busy" to implement diversity initiatives. Pancho's event will change this. Such issues include recruiting and retaining diverse talent, community development, organization and beyond.

The very first event was held in 2019, pre-covid, featuring over 40 businesses, 3 Chamber of Commerce's, and Mayor Bill Peduto's office in attendance. In count: 40 businesses, 10 community organizations and over 200 attendees. 2023 will bring a substantial increase with much more effect and promotion for the advocacy.

Pancho is now interviewing and speaking on behalf of the needs for workplace inclusivity and diversity and we are beginning to book interview. For interest, please contact:

Charissa Lauren, Publicist - clairen@charissalauren.com - (412)335-7166

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