**The G-20 Summit**

This fall, nearly 1,500 international delegates and more than 2,000 media members gathered in Pittsburgh for the G-20 Summit. The world focused on our region as a model of innovation and sustainable growth.

In the past few years, high-profile events such as Pittsburgh's 250th-anniversary celebration, the Major League Baseball All-Star Game, the Bassmasters fishing tournament, and the U.S. Open at Oakmont, not to mention a Steelers Super Bowl win and a Penguins Stanley Cup victory earlier this year, have shined a spotlight on our region.

But the G-20—what one local pundit referred to as “the Super Bowl of geo-politics”—focused the world's attention on Western Pennsylvania. An array of feature stories in print, broadcast, and online media told of the evolution of our city, allowing visitors from around the world to uncover what we already knew—that Pittsburgh is a vibrant, diverse city with a 250-year tradition of innovation.

The transformation of the region into a 21st-century blend of traditional industry (like steel—we’re making it smarter and cleaner than ever) and knowledge industries, such as education, healthcare, finance, and high-tech combined with the greening of Pittsburgh, were the major reasons for our selection as the host city for the G-20. After all, world leaders met at the David L. Lawrence Convention Center, the world’s largest green convention center, across the street from the nation’s largest green history museum (the Heinz History Center) and smack dab in the middle of a city with more green construction than anywhere in the U.S.

For our part, the History Center pitched in by translating our brochures and printed materials into a variety of international languages and conducting interviews about Pittsburgh’s transformation with national media outlets, such as CNN and Fox News Channel, and international outlets from countries as diverse as Canada, China, Japan, Spain, Switzerland, and Turkey.

These efforts, as well as many more by the Allegheny Conference on Community Development, VisitPittsburgh, city and county leaders, and thousands of local volunteers showed that Pittsburgh is a welcoming place to visit, conduct business, and live.

Pittsburgh has come a long way in the past few decades. Now it’s time for the rest of the world to become Pittsburgh Proud, too.