

IMMEDIATE RELEASE

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PITTSBURGH MAGAZINE AND PUMP ANNOUNCE

2004 '40 UNDER 40' WINNERS

Sixth annual celebration to be held November 12 at Sanctuary

PITTSBURGH, PA—PITTSBURGH magazine and the **Pittsburgh Urban Magnet Project (PUMP)** have announced the 2004 **"40 Under 40"** honorees.

"40 Under 40" recognizes 40 talented individuals under the age of 40 who are making a positive impact on the region's development.

Developed in 1999, **"40 Under 40"** helps highlight Pittsburgh as a place where young people can make a difference. Now in its sixth year, the awards are more popular than ever, and the list of nominees continues to grow.

Chosen from a nomination pool of more than 180 candidates, this year's honorees were determined by an independent panel of 11 judges, comprised of former winners, business professionals and civic leaders. Winners were chosen based on their passion, commitment, visibility, diversity of interests and overall positive impact on the region.

"Our judging session was a thoughtful, lively debate fueled by the superb caliber of nominees," said **Betsy Benson**, publisher/editor of PITTSBURGH magazine. "It was tough to choose just 40."

"While this region has endured much criticism for its seeming inability to attract and retain young people, a close look at our '40 Under 40' winners goes a long way in restoring confidence in the future of this community," said **Mike English**, PUMP's executive director. "The quality of these nominees is both a testament to the dedication of the region's young people and the growing prestige of the 40 Under 40 awards."

The 40 winners will be guests of honor at a celebration on Friday, November 12, 2004, at Sanctuary in the Strip District and will be featured in the November issue of PITTSBURGH magazine.

The 2004 "40 Under 40" Awardees:

Heather Arnet, 30, executive director, Women and Girls Foundation

Theodore Black, 39, vice president, business and legal affairs, Pittsburgh Penguins

Demetria Boccella, 34, program associate, Multicultural Arts Initiative

Carrie Coghill, 38, president/CFP, D.B. Root and Co.

Latika Davis-Jones, 32, programming coordinator, Tadisco, Inc.

Vincent Delie, 39, executive vice president, corporate community banking, National City

Patrick Dowd, 36, member, Pittsburgh School Board

Mary Ann Dunham, 38, shareholder, Buchanan Ingersoll

Aliya Durham, 28, executive director, Operation Better Block
Marcie Eberhart, 32, Make A Wish Foundation
Jonathan Edmonds, 31, CIO, Pittsburgh Cultural Trust
Allegra Elson, 38, ESL instructor, Greater Pittsburgh Literacy Council
Jennifer Flanagan, 33, founder, Solanum Consulting
Adam Gordon, 35, doctor, University of Pittsburgh Medical Center
Errika Jones, 34, Gang Free Schools director, Pittsburgh Board of Education
Susan Kerr, 33, program coordinator, Family Services of Western Pennsylvania
Monique King-Viehland, 27, director of housing, Pittsburgh Urban League
Leta Koontz-Stuyvesant, 37, owner, School House Yoga
Daniel Kovalik, 36, associate general counsel, United Steelworkers
Monica Lamar, 31, principal, Woolslair Elementary School
Scott Leib, 38, president, Applied Systems Associates
Justin Lokay, 23, deputy political director, Arlen Specter 2004
Carrie Matesevac, 29, executive director, planned giving, Duquesne University
Therese McShea, 39, business development manager, Meritex Gateway Commerce
Frederick Miller, 32, police officer, City of Pittsburgh
Mila Nguyen, 28, staff, Greater Pittsburgh Literacy Council
John Oliverio, 35, human resources manager, ADVO, Inc.
Dennis Palko, 35, artistic director, Gemini Theater
Guy Peluso, 29, owner/manager, Grasso Roberto Café
Renee Piechocki, 32, artist
Melissa Protzek, 31, program director, Court Appointed Special Advocates
David Reed, 26, state representative, Pennsylvania
Rae Reynolds, 32, VHA Pennsylvania
Erik Rodenberg, 33, director of retail planning, GNC
Juana Roman, 35, Latin American Studies Association
Michael Rudman, 35, owner/chef, Luma restaurant and Willow restaurant
Robert Sette, 37, founder, Translation Services
Kenneth Spruill, 33, vice president, Diversity Strategies, PNC Financial Services
Karris Williams, 27, executive director, Urban Youth Action
Yarone Zober, 29, attorney, Reed Smith

More information will be coming soon to WQED Multimedia's website at www.wqed.org/mag, and PUMP's website at www.pump.org.

PUMP is a 1000 -member organization that advances issues affecting young and young thinking people in Pittsburgh, making it a more dynamic, engaging, and diverse place to live.

PITTSBURGH magazine, a publication of WQED Multimedia, keeps readers connected to a changing region with coverage ranging from arts and culture, health care and economic development to celebrity interviews and family activities. WQED Multimedia's publishing division includes

PITTSBURGH magazine, PITTSBURGH WEDDINGS magazine, PITTSBURGH HOME AND GARDEN magazine and BEAVER COUNTY magazine.

WQED Multimedia provides educational, cultural and informational products and services that enhance and engage the community. It is the parent company of WQED tv13, WQED fm89.3, WQED fm89.7/Johnstown, a publishing division that includes the new PITTSBURGH

magazine, local and national television and radio productions, www.wqed.org and the WQED Education Resource Center.

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