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DATE: Wednesday, June 12, 2019

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THRIVAL 2019 ANNOUNCES DATES, NEW BRANDING AND STRATEGY, AND FESTIVAL DETAILS

PITTSBURGH, PA — The seventh annual Thrival Festival will take place this September 18-20, 2019. Centered in the Pittsburgh Innovation District in Pittsburgh's Oakland neighborhood, Thrival 2019 features a two-day Innovation Summit in the Carnegie Museums complex followed by a free-to-the-community Music Festival in Schenley Plaza.

Thrival has grown to be Pittsburgh's premier innovation and arts event. The Thrival Innovation Summit explores the impact of technology on business, society, and culture while Thrival Music explores the ever-changing relationship of music and technology.

The 2019 Thrival Festival will focus on celebrating and supporting Pittsburgh innovators and entrepreneurs with the theme, "By Pittsburgh. For Pittsburgh. For the World." and will feature Pittsburgh innovators in business, research, and the arts.

Thrival will be bringing Pittsburgh-native and national producer [Buku](#) to the stage to headline the music festival. Joining him will be other local acts Beauty Slap and Title Town, among others

"We are taking Thrival back to its roots – showcasing the ideas and talent that put the Pittsburgh region at the center of innovation, entrepreneurship and creative energy." said Barrie Athol, CEO of Ascender. "It's a platform where all Pittsburgh stakeholders – corporations, startups, universities, community groups, government – can come together to establish Pittsburgh as a place of choice for startups, talent, companies, institutions, and investors."

Thrival is once again partnering with [MAYA Design](#), a BCG Company, to help develop and design the Innovation Summit. Thrival Interactive is bringing in partners like [Attack Theatre](#) to showcase installations, performances and immersive experiences. Thrival is excited to work with the [Pittsburgh Parks Conservancy](#) to host a free outdoor music experience in conjunction with [Wicked Pittsburgh](#), [Hear Corp](#), and [The Porch](#).

"Wicked Pittsburgh is thrilled to kick off our third year of partnership with Thrival Festival," according to Michael Schwarz, Founder & CEO of Wicked Pittsburgh. "With larger-than-ever installation plans - we look forward to empowering over 50+ local artists, actualizing fair wages,



and bringing Pittsburgh together to celebrate our incredibly talented and diverse creative community."

For more information about Thrival, visit thrivalfestival.com, and follow Thrival on [Facebook](#), [Twitter](#), and [Instagram](#). Tickets are available for purchase at eventbrite.com/

[Ascender](#), a Pittsburgh-based 501(c)(3) nonprofit focused on increasing the number and success rate of entrepreneurs in the Pittsburgh Region, presents and supports Thrival. The first Thrival Festival was launched in Bakery Square in 2013.

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