



**\*EMBARGOED UNTIL DECEMBER 6, 2012\***

**CONTACT:**

Cara Donaldson

215.988.1707

[cara@campusphilly.org](mailto:cara@campusphilly.org)

**Greater Philadelphia: From Brain Drain to Brain Magnet**

PHILADELPHIA - The City of Brotherly Love leads the pack when it comes to attracting and retaining a smart, talented workforce. **Of all major metropolitan areas in the US, the Greater Philadelphia region ranks #1 in growth for college degrees in those 25 and over.**

Philadelphia has also experienced a 57% increase in 25- to 34-year-olds with a college degree.

These are just some of the findings that will be announced at the **Annual Meeting of Campus Philly, which takes place Thursday, December 6, 2012 at WHYY, 150 North 6th Street, Philadelphia, from 8 to 10 AM.** Please join us to discover Campus Philly's impact on the Philadelphia region, and how change happens by degrees.

The event will feature **Doug Lederman, Founder & Editor, *Inside Higher Ed*, and Deborah Diamond, President of Campus Philly.** The meeting marks the official release of Campus Philly's 2012 Annual Report and it's the single best networking opportunity for higher ed, business & civic leaders in the region.

The growth of our region is dependent on creating and keeping young talent. That's the mission of Campus Philly. With targeted events scheduled throughout the year, **Campus Philly aims to highlight Philadelphia as a wonderful place to live, work and play.** Nearly 28,000 people receive CP's weekly newsletter. Over 72,000 CP Insider Guides to Philadelphia were distributed in Fall 2012. More than 6,000 participated in this year's College Day on the Benjamin Franklin Parkway, which represents 116% growth in attendance over 2011. CP's professional development events also saw a phenomenal 55% growth year over year.

For more information on Campus Philly's 2012 Annual Meeting and to register, visit [campusphilly.org/annualmeeting2012](http://campusphilly.org/annualmeeting2012).

###

**Campus Philly • Connecting students to a Greater Philadelphia**

1515 Market Street | Suite 830 | Philadelphia, PA 19102  
[p] 215.988.1707 [f] 215.988.1789 [w] [www.campusphilly.org](http://www.campusphilly.org)