

Maggie Brooks, County Executive

39 West Main Street
Rochester, NY 14614



Robert J. Duffy, Mayor

30 Church Street
Rochester, NY 14614

Tuesday, March 20, 2007

BROOKS, DUFFY PARTNER WITH ROC CITY COALITION TO RETAIN MORE YOUNG TALENT

Monroe County Executive Maggie Brooks and Rochester Mayor Robert J. Duffy today joined Jeremy Cooney, Chair of the ROC City Coalition, and its Board members to launch an online survey to gather information from the region's under 40 population. The announcement was held at Spot Coffee on East Avenue in Rochester, a popular destination for young adults.

The online survey, which ends March 31, 2007, is at www.roccitysurvey.org. The survey invites young adults to share their opinions and views on the area's economy and quality of life.

"To retain more young talent, government must continue to focus its efforts on providing access to high quality, good paying jobs. In addition, we must ensure that young adults are engaged in our community and have a voice in setting the priorities for our region as we move forward," said Monroe County Executive **Maggie Brooks**. *"We are proud to partner with ROC City Coalition and we look forward to using the survey results to develop a community-wide strategy to make Monroe County a place of opportunity for those under the age of 40."*

"I think it's great that the ROC City Coalition is helping to get the word out that Rochester is, in fact, a great place to live, work and raise a family," said Rochester Mayor **Bob Duffy**. *"You can't get a better endorsement than to have young professionals providing testament to that fact. I fully support any effort which brings people together to bring about positive changes."*

ROC City Coalition, created through the vision of PAETEC Chairman and CEO Arunas Chesonis, serves as the umbrella organization for all the young adult groups in the Greater Rochester area. The Coalition has more than 4,000 members and is focused on attracting, retaining, and empowering the young adults of Greater Rochester. It offers ways to be involved, a chance to be heard, and an opportunity to build a stronger community.

"It's no secret that young people have varied opinions about our region. We also know that our government leaders are making decisions today that will impact the community we will inherit tomorrow," said **Jeremy Cooney**, Chair of the ROC City Coalition. *"This survey captures these opinions and empowers the ROC City Coalition to advocate on behalf of those issues most important to young people in Rochester. The ROC City Coalition is pleased to join with County Executive Brooks and Mayor Duffy in launching this survey and I encourage young people to let their voice be heard by completing it today."*

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Brooks/Duffy/ROC City Coalition

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The survey results will be compiled and analyzed by the ROC City Coalition and then presented to County Executive Brooks and Mayor Duffy.

In addition to the partnership of Monroe County and the City of Rochester, promotional partners include the Democrat & Chronicle, Rochester Business Journal, City Newspaper, and 106.7 KISS FM.

For more information on the ROC City Coalition visit www.roccity.org or contact Jeremy Cooney, Chair at 585-313-9415 or jeremy.cooney@gmail.com.

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