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NEW YORK TRADE GROUP LAUNCHES AD CAMPAIGN TO ENHANCE THE IMAGE OF ENGINEERING

NEW YORK, Feb. 5-- Engineers are speaking out—and with conviction. From the ABC Studios Jumbotron Sign in Times Square to billboards to print advertising, they are getting the message out that their work is about much more than charts and graphs. The American Council of Engineering Companies of New York (ACEC New York) is launching its first statewide image advertising campaign this month to coincide with the celebration of National Engineers Week, February 15-21, promoting little-known aspects of the engineering profession to government agencies, policy makers, students, parents, academics and the general public.

Responding to a 2008 report from the National Academy of Engineering (NAE), *Changing the Conversation: Messages for Improving Public Understanding of Engineering*, ACEC New York’s new “Vision” campaign communicates positive aspects of the engineering profession—creativity, innovation and forward thinking—that have long been ignored or misunderstood by the public.

Developed by Englewood Cliffs, NJ-based marketing and public relations firm Reichman Frankle Inc., the ad focuses on the inspirational nature of engineering by combining an oversized photo of a young person in a hard hat gazing through binoculars that reflect back images of an idealized built environment and a satellite view of the earth with the headline, “Your Vision Can Change the World.” The copy reinforces the message that engineering requires creativity, imagination and vision, and provides examples of the kinds of cutting edge projects engineers are involved in, such as green buildings and state-of-the-art bridge design.

In addition to space on one of the largest digital billboards in Times Square, which was donated by the Siemens Corporation, the ad will appear in half-page ads in regional and trade publications throughout New York State and on billboards in select markets.

“The goal of our new ad campaign is to get the general public excited about engineering, to interest young people in the profession and to communicate to policy makers and the public the intrinsic value of the profession to society’s well being,” says Hannah O’Grady, deputy executive director of ACEC New York. “Engineers’ work is essential to meeting the great challenges of our times—global competition, technological literacy and a sustainable planet. Greater understanding of the inventive role of the engineer should rightly enhance the perception of the profession and its essential, and often overlooked, contribution to our quality of life.”

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Founded in 1921, American Council of Engineering Companies of New York is one of the oldest organizations of professional consulting engineering firms in the U.S. A statewide association, its members represent all major engineering disciplines and range from highly specialized solo practitioners to multidiscipline firms employing thousands with branch offices worldwide. For additional information about ACEC New York, log on www.acecny.org.

[Photo caption: ACEC New York's new Engineering Vision ad campaign]