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Young Arts and Business Professionals Unite to *Break the Rules* with the New Pittsburgh Collaborative on Monday, October 26

(Pittsburgh – October 23, 2009) Pittsburgh merges its right and left brains next week at a unique event produced by two unlikely partners – Pittsburgh Emerging Arts Leaders and the Rivers Club Young Executive Society – that have come together through the New Pittsburgh Collaborative to present *Breaking the Rules: Creativity & Sustainability at the Intersection of Art + Business*, at the Cabaret at Theatre Square from 5-7 p.m. this Monday, October 26.

This creative conversation, designed to help young leaders across sectors begin breaking rules by thinking bigger (and broader) than their business cards, will be led by renowned innovator and creative visionary Nathan Martin, CEO of Deeplocal. A former Artist in Residence at Carnegie Mellon University and among *American Venture Magazine's* 2006 "Top 40 Entrepreneurs Under Age 40," Martin personifies the professional success that can happen when one combines the creativity of the arts with the sustainability of business – which will be the basis of his discussion. There will also be ample opportunities for attendees to meet and connect with one another.

Breaking the Rules is a New Pittsburgh Collaborative (NPC) HUB event. The NPC is a collective of young professional/civic-minded organizations that encourages regional progress and unity through increased communication and partnership among members. Its HUB events (standing for host, unify, blend) allow its members to collaboratively plan and present an event of their choosing – with the mutual benefit of exposure to new audiences and potential members. Other 2009 HUBs included a *Grant Panel Discussion with Local Foundation Experts*, the *Wheeling Through History South Side Bike Tour & Reception* and *The Pittsburgh (G-20) Summit: Behind the Scenes*, a larger community partnership that drew 300+ people to the Pittsburgh Opera in August.

"It's exciting to be a part of the NPC and to work with the Rivers Club Young Executives to leverage both of our resources and contacts to produce such a valuable, unique event. The Rivers Club

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attracts individuals that arts professionals rarely get to interact with closely, and vice versa, so we're excited to see what happens when we put our collective minds together on Monday, with Nathan Martin at the helm," said David Seals, Co-President of the Pittsburgh Emerging Arts Leaders, which is housed in the Greater Pittsburgh Arts Council. *Breaking the Rules* is one of 50 unique "creative conversations" happening across the country in partnership with Americans for the Arts and National Arts & Humanities Month.

Breaking the Rules, held this Monday from 5-7 p.m. at the Cabaret at Theatre Square, is \$5 in advance and \$10 at the door, with food provided (cash bar). Learn more at NewPittsburghCollaborative.org or register directly at tinyurl.com/BreakingTheRules.

Special thanks to our media sponsor, [Pop City](#).

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The New Pittsburgh Collaborative (NPC) – www.NewPittsburghCollaborative.org – is a coalition of diverse, civically-engaged, young-minded organizations that encourages regional progress through sharing information, pooling resources and facilitating dialogue. As a broad, dynamic network, it connects various organizations and their members to each other, to the greater community and to regional development initiatives, while serving as a central point of access and communication to and for young professional Pittsburgh. Join our [Facebook Group](#) and follow us on Twitter [@NPCpgh](#).

Learn more about the [Pittsburgh Emerging Arts Leaders](#) and the [Rivers Club Young Executive Society](#).

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