

7x24 Exchange International Announces International Data Center Day

For Immediate Release

New York, NY – June 3, 2019 – 7x24 Exchange International is pleased to announce **International Data Center Day** which was created to raise awareness of the data center industry and to inspire the next generation of talent. International Data Center Day provides the industry an opportunity to open their doors and show, in a collaborative effort, what data centers are, why they are so important to our connected world, and the wide array of career opportunities that are part of the data center industry. By working together during and after International Data Center Day, the industry can connect with future generations and ensure a steady flow of skilled labor, enhance the public image of data centers and safeguard the ongoing prosperity of the data center industry.

“In 2015 members challenged 7x24 Exchange with attracting qualified talent for the future of the industry. 7x24 Exchange soon realized that many parents, teachers and students are unaware of the Data Center industry and need to understand what data centers are and how they operate hence the development of a STEM initiative which includes a mentoring program, a Women in Mission Critical Operations (WiMCO) community, a Data Center 101 session, video and now the creation of International Data Center Day” said Bob Cassiliano, President and Chief Executive Officer of Business Information Services, Inc. and Chairman & CEO, of 7x24 Exchange International.

7x24 Exchange is committed to promoting the value of STEM education to ensure the ongoing growth of the data center industry by providing resources to educate people about what data centers are and how they work; illustrating the importance of the data center industry on our daily lives; sharing information on pursuing a career as a data center professional and creating more opportunities for mission critical firms to recruit future employees.

“Our goal for this initiative is to raise awareness of the data center industry and to share the vast variety of careers that are available for the next generation of professionals. By sharing how data centers make a difference in our daily lives and the career opportunities we are helping to ensure the future of the industry. Please utilize the resources on this site to inspire a new generation of data center professionals.” said, Juli Ierulli, Marketing Manager, Caterpillar, Inc. and Director – Marketing, Vendor Representative, 7x24 Exchange International

The first International Data Center Day will be held on October 29, 2019. For more information and ways to get involved please visit our website <https://www.internationaldatacenterday.org>

About 7x24 Exchange International

7x24 Exchange is the leading knowledge exchange for those who design, build, operate and maintain mission-critical enterprise information infrastructures and the primary resource for valuable information within the mission critical industry. 7x24 Exchange's goal is to improve end-

to-end reliability by promoting dialogue among these groups through conferences, membership, and the 7x24 Exchange Magazine. Founded in 1989 by a group of industry visionaries, 7x24 Exchange International has grown to include more than 350 member companies and 27 chapters. Members are as diverse as the industry itself and include firms within industries such as aerospace, energy, financial services, government, healthcare, pharmaceuticals, manufacturing, media, technology, and more. Through the expertise of its active membership, 7x24 Exchange is a leading provider of conferences enabling collaboration and knowledge sharing amongst industry professionals. 7x24 Exchange International is committed to addressing the challenges of energy efficiency and sustainability, providing continued value to member companies and conference participants and giving back through its social responsibility initiative. Additional information can be found at <http://www.7x24exchange.org>.

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