

Industry Responds to International Data Center Day

For Immediate Release

New York, NY – March 31, 2021 - 7x24 Exchange International celebrated the third International Data Center Day Wednesday, March 24, 2021 with the support of various industry organizations, sponsors, companies and professionals.

With the recent participation of Industry Partners Infrastructure Masons, Uptime Institute and Data Center Dynamics, companies from all over the world participated in educating students of all ages about data centers increasing the awareness of the industry. New this year was the *Power of One* initiative designed for interested industry professionals to be able to spread the word without a large company effort. <https://www.internationaldatacenterday.org/power-of-one/>

7x24 Exchange International Chairman & CEO, Bob Cassiliano, stated *“International Data Center Day has been very successful thanks to all the support from industry companies. In particular, the commitment of support from prominent mission critical organizations Data Center Dynamics (DCD), Infrastructure Masons (iMasons), and Uptime Institute as Industry Partners as well as Mission Critical Magazine as Media Partner significantly increased the ability to connect with students”*.

7x24 Exchange held two virtual events in honor of the day. The Mentoring Team conducted a session *“Data Center Zoom: An Introduction to Data Centers”* on March 10th for college students considering a career in the industry. The Marketing Committee held a virtual tour for middle school aged kids titled *“Data Center Discovery: Where Does Your Data Go?”* on March 23rd. The Ohio Chapter created a *“What is a Data Center”* video and STEM package to educate students in local schools and the Midwest Chapter held a virtual event at an elementary school in Raymore, MO. The Central Virginia and Washington DC Chapters in conjunction with the Loudon County Board of Supervisors passed a resolution in support of International Data Center Day. Additionally, many companies recognized the initiative with their own activities, support through social media, and in the press. Take a look at the support provided by the industry. <https://www.internationaldatacenterday.org/activities/>

“Rosendin is proud to be a Premier Partner of International Data Center Day along with our industry partners. In support of the 7x24 Exchange initiative to attract future generations of data center builders and operators Rosendin is highlighting our teams across the country and the role we play in data center construction. None of this would be possible without the support of our industry partners/peers. We look forward to continuing to educate students about the opportunities in the data center industry and to welcome new faces and talents to the industry” said Brett Strohle, Mission Critical Market and Preconstruction Lead, Rosendin Electric.

Although International Data Center Day is recognized on a specific day each year, it can be celebrated year-round. Participants are encouraged to plan events or activities when it works best. 7x24 Exchange

International and the rest of the data center community will officially celebrate the next International Data Center Day on March 23, 2022.

For more information and to learn how you can participate, visit <https://internationaldatacenterday.org>.

About International Data Center Day

7x24 Exchange International launched International Data Center Day in the fall of 2019. The initiative is designed to create awareness of the data center industry and inspire the next generation of talent. It provides the industry an opportunity to open their doors and show what data centers are, why they are important to our connected world, and show the wide array of career opportunities available in the sector.

About 7x24 Exchange

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 300 member companies and 28 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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