

7x24 Exchange International Celebrates the First-Ever International Data Center Day

For Immediate Release

Phoenix, AZ – October 29, 2019 - 7x24 Exchange International celebrated the inaugural International Data Center Day today, Tuesday, October 29, 2019. Bob Cassiliano, President & CEO of Business Information Services, Inc. and Chairman & CEO of 7x24 Exchange International, shared the mission and purpose of the initiative with the audience at the Fall 2019 Conference in Phoenix, AZ during a 30-minute presentation, complete with streamers, music, and visual effects.

During his remarks, Mr. Cassiliano spoke about the importance of this STEM initiative...*“International Data Center Day is the culmination of the 7x24 Exchange STEM initiative. We have reached out to companies, alliance partners and media in the data center industry to support International Data Center Day and their response has been overwhelming. We are thankful for their partnership and confident that together we can achieve our goal to get the youth of America interested in the mission critical industry.”*

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. In addition to 7x24 Exchange International, multiple organizations and industry companies conducted data center activities incorporating students of all ages leading up to today’s official celebration.

Signature Sponsor CBRE sponsored three data center tours to showcase what data centers are, how they function, and more. *“As part of our International Data Center Day sponsorship we worked with high school STEM programs, community colleges and universities to host a series of data center tours. These tours gave students the opportunity to go behind the scenes in a mission critical facility to see how it operates. As individuals who live and breathe data centers we look forward to making a meaningful impact this year and for many years to come.”* said Jeff Ginn, Senior Managing Director – Data Center Solutions, CBRE|Global Workplace Solutions.

NIA Community Services Network, Inc., a non-profit community service organization dedicated to addressing issues that impact youth and families, participated by educating middle school students about data centers and having students draw future data centers using a project template available in the Resource Center of the International Data Center Day website. Sarah Harlow, Director of Education at the NIA said, *“In our growing after school program, NIA provides over 1000 hours of STEM education. This provides students with the opportunity to grow and explore new opportunities in science and technology. We are pleased to have developed a strong working relationship with the team at 7x24 Exchange International.”*

Additional companies, including CNet training, Netrality Data Centers, Stack Infrastructure, The Independent Data Center Alliance, Tindall Corporation, Vertiv and many others also recognized the initiative with their own activities, support through social media, and in the press.

“Syska Hennessey Group is proud to support 7x24’s International Data Center Day. Our society is becoming increasingly reliant on all the services that data centers provide. As technology becomes ubiquitous and interwoven into our everyday lives we need to be sure the next generation is aware of data centers, their importance and the function they serve. We believe this initiative is a vital first step in fostering an attraction of new interest and talent to the data center industry.” said Joshua Fluecke, Associate Principal at Syska Hennessey Group.

7x24 Exchange International and the rest of the data center community will officially celebrate the next International Data Center Day on Wednesday, March 25, 2020.

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 spring 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 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>.

Contact: Tara Oehlmann

(646) 486-3818 x104

tara@7x24exchange.org