

# NEWS RELEASE

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## Piedmont Triad submits bid for Amazon HQ2

GREENSBORO / HIGH POINT / WINSTON-SALEM, NC – October 19, 2017 – Four partners teamed up to craft a comprehensive, aggressive proposal for Amazon’s HQ2 project, its second corporate headquarters. Those agencies are Piedmont Triad Partnership, Winston-Salem Business, Inc., High Point Economic Development Corporation, and Greensboro Chamber of Commerce.

According to Bob Leak, Jr., of Winston-Salem Business, Inc., “The proposal was sent to Seattle via overnight shipping for delivery today. We also sent a more interactive format of the proposal to Amazon via email.”

Before Amazon developers write a single line of code, they have to write a hypothetical product’s news release. Following Amazon’s way of doing business, the Triad’s summary pitch was written as a news release – announcing that Amazon has chosen the Triad for HQ2.

“We think this news release format will resonate with the company and help us to stand out in a crowded field,” Leak adds.

Part of the bid included a fast-moving video of the three cities, which features the mayor or mayor pro tem from High Point, Greensboro, and Winston-Salem. Please see <https://youtu.be/QD5vZNWAdiE>

The Triad’s pitch to Amazon revolves around the rich diversity of our region, including:

- diversity of its geography;
- diversity of its college students, educational institutions, and research parks;
- diversity of its industry sectors;
- diversity of its workforce and population;
- diversity of its international visitors and companies; and
- diversity of its culture and leisure activities.

Stan Kelly of the Piedmont Triad Partnership says, “Our ‘Triad is Prime’ appeal for ideas from the community generated numerous ideas, many of which were utilized in the proposal.”

Brent Christensen of the Greensboro Chamber says, “We hope we got the attention of the company through the Alexa Challenge, as we asked the Triad region to ask Alexa ‘Should Amazon choose the Triad for HQ2?’”

Loren Hill of the High Point EDC says, “We pitched to Amazon six sites throughout the region. Those locations included both downtown settings as well as potential campus locations for HQ2.”

The four partners are choosing to not reveal the specific sites pitched at this time.

Kelly adds, “We now await the next steps and stand ready for a site visit from Amazon.”

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