



Puerto Rico Convention Center Unveils 5th Anniversary Logo

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Miramar, P.R. - - In a ceremony with employees of the District Authority Convention Center (ADCC) and Puerto Rico Convention Center of Puerto Rico (PRCC), the Acting General Manager of the Convention Center of Puerto Rico, Blarys Segarra along with District Authority Convention Center Deputy Executive Director Yldefonso Rodriguez Solá representing the entity's Executive Director Jaime Lopez Diaz, unveiled the logo commemorating the 5th anniversary of the institution.

The new blue, gray and yellow logo, which includes the words "5th Anniversary" incorporates the iconic roof of the main building of the Convention Center of Puerto Rico .

"Starting today we adopt this new logo as a symbol of five years of achievements, success and strength," Segarra said. "With this visual representation we celebrate the strong and lasting foundation that unites us as an organization, working as a team and as ambassadors of Puerto Rico."

The image, created by local company "Miralo Asi" is a minimalist and modern representation that joins in a single visual our corporate identity and elements of the island of Puerto Rico. The yellow color symbolizes success, optimism and the sun, while degradations of blue represent the sky and sea around us. The gray roof represents the strength of steel connecting the wills of the professionals working in the institution and the strong alliance we build with our clients.

Segarra said the new logo will be part of the identity of the Center and will be integrated into all internal and external communications as well as employee IDs, uniforms and commemorative banners throughout the building and the perimeter of the Convention Center of Puerto Rico.

"We want to share with our people and our clients the pride that we feel for the work that is done here," Rodriguez Sola said. "With this celebration we transmit our team energy and our commitment to remain an important link in the planning and implementation of conventions and events in the Caribbean, Latin America and the world."

Segarra, who is part of the founding team of employees who began working at the Convention Center a year prior to its opening in 2005, gave a historical overview of the planning of the facility since its conceptualization in 1994.

- 1994 Golden Triangle Project is Born
- 1996 Design Process of the District Convention Begins
- 2000 District Convention Construction Begins
- 2001 District Authority Convention Center is Born
- 2005 Official Inauguration Ceremony of the Convention Center
- 2009 PRCC Announces Milestone: 1.5 Million Visitors in 1,500 Events
- 2009 Anchor Hotel of the Convention District Opens
- 2010 Puerto Rico Convention Center Celebrates 5th Anniversary, Five Years of Success

Since its inauguration the Puerto Rico Convention Center has been managed by SMG Inc.

"The faith shown by the Convention Center District Authority in SMG's ability to continue to meet or exceed expectations in facility management and performance of these premiere venues is very gratifying," said Wes Westley, President and CEO of SMG, in a written statement. "Our continued partnership with the Convention Center District Authority of Puerto Rico is a source of great pride for us."

In addition to recognizing the government and private efforts in the journey to creating the important Convention Center and the presentation of the new logo, Segarra announced the schedule of activities planned for the year up until November, official month of the Convention Center's fifth anniversary.

Included among the planned events is the establishment of a special annual award for best media coverage in tourism with the Overseas Press Club; and the planting of five commemorative trees on the grounds of the PRCC as a symbol of the institution's commitment to the environment .

An innovative photography competition for employees was also announced. Employees will be challenged to make the best and most iconic photograph of the Convention Center of Puerto Rico. Participants have two months to take the picture and deliver the winning photograph.

Entries will be judged by a panel of judges made up of professional photographers and image editors in the local communications industry: Ismael Fernandez, a photographer for El Nuevo Dia and founder and director of the Photojournalism Workshop, Johan Maldonado, Director of Escenario Magazine at El Vocero, Mabel Figueroa, Deputy Chief Editor of Primera Hora and Gerry Gonzalez, renowned freelance photographer.

"Who better to capture a representative picture of the Center than our employees?" Segarra said. "We want to inspire them to capture our essence in a photograph."

The Convention Center of Puerto Rico is owned by the District Authority Convention Center, a public corporation part of the Ministry of Economic Development. The PRCC is managed since its inauguration by SMG, the world's leading management, marketing and operation company of convention centers in the U.S. and various countries throughout the world.

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