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**Urban League of Eastern Mass. Awards MCCA's Jim Rooney Game
Changer Award at Annual Gala**

Cited for role in economic development, corporate social responsibility and diversity

The Urban League of Eastern Massachusetts today awarded its Game Changer Award to James E. Rooney, executive director of the Massachusetts Convention Center Authority, highlighting his role in enhancing the economic development, corporate social responsibility and diversity of Boston and the Commonwealth.

The 2011 Game Changer Awards were part of the Urban League of Eastern Massachusetts' Annual Awards Gala on Saturday, April 9 at the Renaissance Boston Waterfront Hotel.

"Jim is being recognized because he has not only streamlined but restructured the way that we go after conference for people of color," said Darnell Williams, CEO and President of the Urban League of Eastern Massachusetts. "It's been demonstrated from our perspective that it's made a big difference, and Jim is being recognized for making this difference. It solidifies what we're all trying to accomplish. It's so powerful when a kid from Southie and a kid from Roxbury can be on the same page singing the same song. There is nothing but strength in that."

Under Rooney's direction, the MCCA created the Weekend of Discovery program, which introduces the city and its leadership to the organizers of diverse meetings and conventions. The program was created to overcome outdated perceptions of Boston and showcase the city as a welcoming and diverse destination. Weekend of Discovery was an important part of the decision to come to Boston made by the National Urban League and Blacks in Government.

“I view this award as affirmation that Boston’s future is bright, not only because we’re now able to show the world our knowledge-based prowess, but we do so as a city unified, trusting, friendly and kind,” said Rooney.

About the Massachusetts Convention Center Authority (MCCA)

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In 2010, the MCCA hosted 239 events at the BCEC and the Hynes with 773,387 attendees, generating 585,528 hotel room nights and \$462 million in economic impact. The MCCA is currently in the midst of its Top 5 campaign to launch Boston into the top five convention destinations in North America. For more information, go to www.t5boston.com.

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