



UPSTATE ALLIANCE FOR THE CREATIVE ECONOMY

The Launch of CapNY: CAPable of aNYthing



ACE and the Center for Economic Growth have unveiled a new brand for the Capital Region, CapNY: the first talent attraction tool for the entire ONE-million-strong Capital Region.

Our ACE audience has seen CapNY unfold over the past year through our newsletter stories and social media posts. Take a look at all that's launched!

Visit the CapNY website & follow @GoCapNY on social media!

From The Record
[CEG and ACE announce rebranding and talent attraction campaign](#)

From The Times Union
[The Capital Region's brand is getting a makeover](#)

From The Albany Business Review
[The new branding campaign to sell the Capital Region is here](#)

The Team Behind the CapNY Brand



This week, the [CapNY Regional Brand Initiative](#) was launched. The ACE audience and partners have been at the forefront of this effort for over 5 years, when we first began discovering and connecting amazing places and people in all 8 counties, in every corner of the region. You did this! It's your stories, conversations and connections that built the CapNY brand.

CapNY was built by us, for us, by some ridiculously creative Capital Region talent. Here's the team...

Click here to read more!

5 Film Industry Professionals To Watch in CapNY

Many local filmmakers have chosen to live in the Capital Region despite unique challenges - including a lack of understanding of our depth of talent, which



often hurts our local filmmakers. These 5 film industry professionals may not be famous (yet), but they're making incredible work right here, right now, in the Capital Region.

[Click here for more!](#)

Exciting Changes Ahead at ACE!



In addition to launching the CapNY brand project this week, ACE is building an exciting, new future. Here's a short list of what's in store, with much more to come...

P.S. it includes in-person events this summer!

[Click here to see the list!](#)

Artist in Construction Program



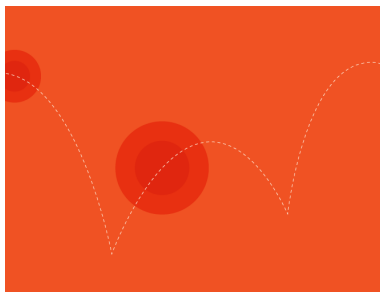
[The Construction + Design Institute: Artist in Construction](#) is a new career and business development program with the goal to assist emerging muralists with fine tuning their business skills and how to influence an increase in murals on commercial and large residential buildings across the Capital Region of New York.

[Click here for more info!](#)

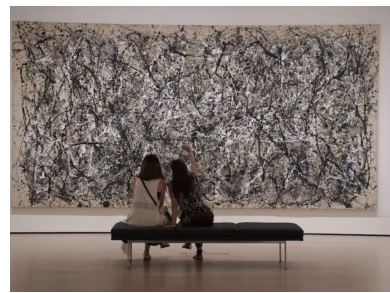
Local & National News



From The Saratogian
[Albany Symphony Wins Its Second Grammy](#)



From Freelancers Union
[One Freelancer's Journey Toward Self-Worth](#)



From The Washington Post
[The Slow Art Movement: Taking It All In](#)

CapNY Job Opportunities

- [Adirondack Studios](#) is hiring for multiple positions
- [Sidekick Creative](#) is hiring a Senior Graphic Designer
- [NY Tech Loop](#) has a great list of jobs in companies across CapNY
- [The New York Library Association](#) is hiring a Professional Development Manager
- [Girls Who Code](#) is hiring a Manager of Partner Engagement
- [Stack Overflow](#) is hiring a Manager of Marketing Operations
- [Emma Willard School](#) is hiring a Director of Residential Life
- [ABC](#) is hiring a Reporter
- [Beech-Nut Nutrition Company](#) is hiring an Associate Brand Manager

Are you hiring? Send us an email & we'll include your position(s) in the list!

[Download Newsletter Here](#)

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upstatecreative.org

