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Jul16

[Bob](#)

### [RIT and Rochester are flying high](#)

Greater Rochester is the subject of a major 70-page profile in this month's [U.S. Airways Magazine](#), and RIT is prominently featured. U.S. Airways estimates it will carry as many as 7 million passengers across the nation and the world during July. July is the second busiest month in the skies after November (Thanksgiving).

A 70-page spread on Rochester is great exposure for RIT and the region. Only Myrtle Beach, S.C., has received a larger spread than Rochester. The magazine has featured Fort Lauderdale, Baltimore, Raleigh, Pittsburgh, Virginia Beach, Louisville, Atlantic City and others in the past.

The Rochester profile focuses on the area's history, new technology, affordable housing and of course, higher education. RIT is featured prominently at the start of the article on higher education. The magazine also has a 2-page RIT ad and an ad promoting the 19 Rochester Area Colleges through [www.biz2edu.com](http://www.biz2edu.com).

The Rochester region has plenty to offer and the natives need to start seeing the glass as half full again. In fact, good suburban public schools, affordable housing and an easy commute are among the reasons Rochester was also just recently [ranked No. 1 in the nation](#) for the best quality of life by [Expansion Management magazine](#).

So spread the word about [Rochester](#) and the *U.S. Airways Magazine* article.

And I don't want to hear excuses about the weather. We don't get hurricanes, earthquakes, tornadoes, brush fires, etc. that destroy our property. It's been gorgeous here since mid-April (My son's baseball team has had one rainout in three months) and you can't beat the diversity of four seasons.

Name (required)

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### About us

The Tiger Beat takes you behind the scenes with the members of [RIT University News](#)—the news and public relations division of [Rochester Institute of Technology](#). Get the "story behind the story" and an insider's look at who we are and what we do to publicize RIT news.

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