7x24 Exchange International Celebrates the 5th International Data Center Day®

For Immediate Release

Staten Island, NY – March 21, 2023 - International Data Center Day, designed to create awareness of the data center industry and to inspire the next generation of talent, is celebrating its 5th Annual on March 22, 2023.

The initiative provides the data center industry an opportunity to open their doors and show, in a collaborative effort, what data centers are, why they are so important to our connected world, and the wide array of career opportunities that are part of the industry.

This year, the focus has been on encouraging companies and individuals to connect, in person, with local K-12 and higher education institutes to demonstrate what the data center industry offers as career choices. With the Data Center Connection program, if each data center professional connects with a local school, the number of students reached would be considerable. Learn more at https://www.internationaldatacenterday.org/data-center-connection/.

7x24 Exchange International Chairman & CEO Bob Cassiliano said, "There is a lack of knowledge of the data center industry in educational institutions at all levels making it extremely important and beneficial to students for industry professionals to get in front of students in person."

To kick off the 5th celebration, Bob Cassiliano, Chairman and CEO of 7x24 Exchange International and Brian Schafer, President of the 7x24 Exchange Metro New York Chapter, discussed International Day Center Day in The Thought Cloud podcast hosted by Mission Critical Magazine. Together they educated listeners on the origin of International Data Center Day, the various ways to participate in raising awareness of the data center industry, and how to inspire the next generation of talent. To listen to the podcast, visit https://www.missioncriticalmagazine.com/media/podcasts/3808-the-thought-cloud/play/116-episode-56-every-day-is-international-data-center-day.

Additionally, 7x24 Exchange hosted a webinar entitled "Bridging the Data Talent Divide with On-ramps" presented by Carrie Goetz, Principal/CEO, StrategITcom and author of *Jumpstart your Career in Data Centers*. The presentation introduced the many facets of data center careers to college students. To view the replay, visit https://www.internationaldatacenterday.org/activities/bridging-the-data-talent-divide-with-on-ramps-replay/.

"Carrie delivered an engaging and informative data center career session discussing diverse job opportunities, approaches on how to enter the industry, and the large demand for Data Center positions at all skill levels needed in the coming years. With over 300,000 new resources needed by 2025, Carrie's presentation and her book are great resources for prospective job seekers." said Juli Ierulli, Vice President of 7x24 Exchange International.

Although this year's celebration is March 22, the organization encourages those in the mission critical industry to engage in raising awareness of the industry year-round. To that end, the new motto, launched this year, is "Every Day is International Data Center Day." Take a look at the various activities companies have planned for the day. https://www.internationaldatacenterday.org/activities/

For more information and to learn how you can participate, visit https:www//internationaldatacenterday.org.

About International Data Center Day
7x24 Exchange International launched International Data Center Day in the fall of 2019. The initiative is designed to create awareness of the data center industry and inspire the next generation of talent. It provides the industry an opportunity to open their doors and show what data centers are, why they are important to our connected world, and show the wide array of career opportunities available in the sector.

About 7x24 Exchange
7x24 Exchange is the leading knowledge exchange for those who design, build, operate and maintain mission-critical enterprise information infrastructures and the primary resource for valuable information within the mission critical industry. 7x24 Exchange's goal is to improve end- to-end reliability by promoting dialogue among these groups through conferences, membership, and the 7x24 Exchange Magazine. Founded in 1989 by a group of industry visionaries, 7x24 Exchange International has grown to include more than 300 member companies and 28 chapters. Members are as diverse as the industry itself and include firms within industries such as aerospace, energy, financial services, government, healthcare, pharmaceuticals, manufacturing, media, technology, and more. Through the expertise of its active membership, 7x24 Exchange is a leading provider of conferences enabling collaboration and knowledge sharing amongst industry professionals. 7x24 Exchange International is committed to addressing the challenges of energy efficiency and sustainability, providing continued value to member companies and conference participants and giving back through its social responsibility initiative. Additional information can be found at http://www.7x24exchange.org.

Contact: Tara Oehlmann
(646) 486-3818 x104
tara@7x24exchange.org