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For Immediate Release

## **Paradigm Global Innovations Acquires Property Geared to New Tech Businesses in Braddock**

*New Property Will Expand and Create New Tech Businesses, Educate Students in Tech Careers*

Braddock, Pa. – Paradigm Global Innovations (PGI), a North-Braddock-based business focused on creating and developing practical technology skills for high school and college students in high-need technology industries, has acquired a commercial property at 515 Sixth Street in Braddock, that will be used to expand and create new technology businesses, as well as create affordable retail stores for small businesses.

“Braddock is undergoing a revitalization of its business district, and PGI is excited to be part of the rebirth of the Braddock, East Pittsburgh and North Braddock areas,” said Rachael Afolabi, PGI’s executive director.

The Braddock, North Braddock, and East Pittsburgh municipalities have been working on a comprehensive plan for development in their communities, and one North Braddock resident and member of borough council feels that PGI could make a huge impact on that development.

“Businesses like PGI expand the vision, scope, and opportunities available in our region,” said Lisa Franklin-Robinson, who has been on North Braddock’s council for two years. “It’s a regional trajectory changer because PGI will set a new standard of education and re-define routine learning for the children of this area. They will build hope and help our kids understand technology at a much greater level.”

PGI’s businesses will include the following:

- a multimedia studio to house animation, game development, and esports productions and events;
- a fashion technology lab and shop; and
- a product design and development lab.

“The goal is for the technology businesses and start-ups that establish themselves on Sixth Street will also be able to offer internships and experiential learning opportunities for students in the Braddock, North Braddock, and East Pittsburgh area,” said Afolabi, who has 15 years of experience in teaching and working in technology in industry and higher education.

PGI’s internships and experiential learning opportunities have already begun to pay dividends to the children and young adults in the community, and Jackie Smith, executive director of Greater Valley Community Services in Braddock, has witnessed it.

“I had a young man who was participating in the coding program say to me, ‘I didn’t think I would complete 10th grade and now I’m here learning coding,’” Smith said. “That’s why we do this. These programs give the students and young adults a sense of confidence that they can succeed.”

Greater Valley Community Services is the learning partner with PGI, and Smith is elated to have developed this partnership.

“It excites me to know that there are other organizations who want to help youth,” said Smith. “PGI is an organization that puts people first. Together, we will accomplish so much.”

PGI has been offering an internship and experiential learning program, called Technologies Application Program (TAP), that provides both virtual and in-person internships for high-school and college-age students in animation, data analytics, fashion technology, game development, immersive technologies (also known as virtual environments), and video editing.

“TAP brings together technology experts, community organizations, startups and established businesses that need workers who are not just familiar with high tech skills, but can actually apply these skills in the workplace,” said Afolabi. “We have had a great response for the internship opportunities currently available and are almost filled.”

The summer internships begin June 28 and are open to students in high school, colleges and universities seeking internship credits and experiences.

“Through these programs, I really feel like there will be nothing that these kids will feel that they cannot do,” said Franklin-Robinson.

For more information, please call PGI at (412) 228-4848

### **About Paradigm Global Innovations**

Paradigm Global Innovations (PGI) leverages technologies and modern business practices to develop products and services that are scalable, adaptable, and sustainable. PGI's core areas of specialty are in Education, Emerging Technologies, and Economic Development. As a social entrepreneurship company, PGI pursues technology initiatives to solve community-based problems globally through the widespread use of ethical practices such as impact investing, and talent donation.