



For Immediate Release: July 5, 2011

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ESD ANNOUNCES NEW VICE PRESIDENT OF PUBLIC AFFAIRS

Empire State Development (ESD) President & CEO and Commissioner Kenneth Adams today announced the appointment of Austin Shafran as Vice President of Public Affairs. In his new role, Mr. Shafran will manage the Office of Public Affairs, which serves as the agency's principal vehicle for communication with the media and public as part of its mission of promoting and investing in economic development and job creation.

In addition to directing the office's message development and communications operations, Mr. Shafran will serve as the agency's primary spokesperson, as well as an adviser to President & CEO Adams and agency officials.

"With extensive strategic communications experience in the public and private sectors, Austin Shafran will be an outstanding addition to our team," said Empire State Development President, CEO & Commissioner Kenneth Adams. "Working with our partners throughout the state, he will help enhance and advance our message that New York is once again in the business of developing the business climate that will create jobs and fuel our economic recovery."

"I am honored to join the ESD team to get the message out that New York is open for business," said ESD Vice President of Public Affairs, Austin Shafran. "It's a privilege to work with one of New York's premier business experts, ESD President & CEO Kenneth Adams, to help promote and implement Governor Cuomo's dynamic job creation strategy to recharge our economy."

Before joining ESD, Mr. Shafran spent three years as Press Secretary for the Senate Democratic Conference, where he managed their statewide press operations and served as the Conference's chief spokesperson. Prior to his work for the Senate Democrats, Mr. Shafran worked in various capacities in governmental offices on the federal, city and state levels, and as a media specialist for a private sector consulting firm.

Empire State Development is New York's chief economic development agency and administrator of the statewide business resource portal New York First (www.NYfirst.NY.gov). The mission of Empire State Development is to promote business investment and growth that

leads to job creation and prosperous communities across New York State. ESD also oversees the marketing of “I LOVE NY,” the State’s iconic tourism brand. For more information on Empire State Development, visit www.esd.ny.gov.



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