



Creative Cities Summit 2.0 Announces Richard Florida as Special Keynote

*Who's Your City & Rise of the Creative Class Author Returns to **Detroit** Oct. 14*

DETROIT, June 24 /PRNewswire-USNewswire/ -- The producers of the Creative Cities Summit 2.0 (CCS2) today announced the participation of Dr. **Richard Florida** as a special lunch keynote speaker for Tue., Oct. 14, 2008. CCS2 takes place Oct. 13-15, 2008 in **Detroit** at the Renaissance Center Marriott. Florida, the author of international best-seller *Rise of the Creative Class* and the just released *Who's Your City*, is the Director of the Martin Prosperity Institute and Professor of Business and Creativity at the Rotman School of Management, **University of Toronto**: www.creativeclass.com.

'We are thrilled to be part of this event and part of the re-imagining of **Detroit**, my home town,' said Rana Florida, Richard's wife and CEO of the Creative Class Group (www.creativeclass.com), a global advisory services firm focusing on community prosperity.

'Dr. Florida is widely regarded as the leading American voice in this conversation about the creative economy,' said CCS2 Producer Peter Kageyama. 'He brings gravity and a global insight that we believe is critical to any discussion on the state of our cities and regions.'

The Creative Cities Summit 2.0 is being held in **Detroit** because, like many industrial cities, it is working to evolve into a high tech, futuristic, entrepreneurial center of excellence that embraces knowledge, talent and creativity. Participants will include architects, designers, urban planners, civic leaders, entrepreneurs, artists, students, educators and community leaders sharing their experiences, projects, successes and failures as they re-imagine and rethink cities.

For more information: <http://www.creativecitysummit.com>.