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THE CHAMBER FOR REGIONAL PROSPERITY

Magic City Summer goes virtual to feature the best Birmingham has to offer

IMMEDIATE RELEASE

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BIRMINGHAM, Ala. – June 8, 2020 – Magic City Summer, the Birmingham Business Alliance’s (BBA) annual series of free social events that connects summer interns and local college students to Birmingham’s culture, communities and influencers, will be held virtually this year and kick off at 4 p.m. on Thursday, June 11.

“Since most employers have taken their internships virtual this year, we’re taking our talent attraction events virtual, too,” said Karla Khodanian, manager of talent and higher education partnerships at the BBA. “Just because students might not physically be in Birmingham doesn’t mean we should hold back from showing them all the amazing things our region has to offer.”

Magic City Summer events will happen every other Thursday in June and July and will focus on showcasing Birmingham not only as a great place to live, but a great place to grow a career, Khodanian said. The kickoff event will feature an introduction to the BBA’s new talent brand, OnBoard Birmingham, and will give participants a chance to connect with each other using the new virtual networking platform offered by Birmingham’s Mixtroz.

Future events will allow students the opportunity to engage with community leaders on topics like neighborhood revitalization, affordability and cost of living, entertainment, sports, Birmingham’s food and beverage community, and more.

“The beauty of going virtual is that now this isn’t just limited to students who live in Birmingham,” Khodanian said. “We can reach students across the region who might have an interest in calling the Magic City home after graduation. And even though they might not physically get to be in Birmingham, participants will still be encouraged to explore the city and support our local businesses throughout the summer, while remaining socially distant, of course.”

Students must register to get on the email list for Magic City Summer events. [Registration remains open here.](#)

Employers and community partners interested in being involved [may contact Karla Khodanian here.](#)

The Birmingham Business Alliance is the lead economic development organization for the Birmingham region. For more information about the BBA visit its website at www.birminghambusinessalliance.com.

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