

PRESS RELEASE

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Secret Agent Mission Unveiled at Rice Design Alliance: RDA's Young Professionals Group Re-Launches Itself As "rdAgents"

HOUSTON (8 July 2010) – On July 7, RDA's current young professionals group "RDA Partners" unveiled its highly anticipated new name "rdAgents" with a festive launch party at St. Arnold's Brewery. Notified by covert invitations calling all young professionals interested in art, design, and architecture to attend this unnamed RDA event, dozens of young professionals turned out to celebrate the successes of RDA Partners, and usher in the fresh and dynamic new group.

"RDA Partners accomplished many amazing things," says rdAgents' Chair Catherine Callaway. "Our hope in re-branding the group is to have greater clarity, fresh aesthetic, and ultimately, an even higher level of energy to continue producing the quality events for which RDA is so well-known." With the mission of uniting vibrant young professionals from diverse careers and backgrounds who champion the built environment in Houston, RDA's young professionals wanted a name that evoked individuals playing an active role in their professional futures and that of Houston's. As a network of individuals invested in Houston, rdAgents are just that: individual agents of change who take it upon themselves to make a collective difference by joining together. With their fingers on the pulse of today's evolving state of design, rdAgents nimbly reflect the knowledge and resources enabling them to highlight fresh talent, advocate design, and build meaningful relationships among each other and the local community through their events.

rdAgents provides an opportunity to enhance any young professional's level of RDA membership with the addition of exclusive invitations and discounts to rdAgents events, along with networking and design enrichment. Exciting upcoming events include "Awakening Willow Waterhole" on August 7—this year's design charrette focusing on maximizing the potential of The Willow Waterhole Greenway Project, and Cultured Cocktails at Boheme bar on August 12, where a portion of bar proceeds for the evening go towards rdAgents.

To find out more about rdAgents and upcoming events or to become a member, please call (713) 348-4876 or visit www.rdagents.org or www.ricedesignalliance.org.

ABOUT RICE DESIGN ALLIANCE (RDA)

The Rice Design Alliance is a nonprofit organization dedicated to the advancement of architecture, urban design, and the built environment in the Houston region through educational programs, the publication of *Cite: The Architecture + Design Review of Houston*, and active programs to initiate physical improvements. Membership is open to the general public. For more information please call (713) 348-4876 or visit www.ricedesignalliance.org