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***EQT “Flashes of Freedom” Fireworks Fantasia to feature locally-based and reigning world fireworks champion Pyrotecnico***

**PITTSBURGH, JUNE 21, 2009** – New Castle-based Pyrotecnico, 2008 winners of the Gold Jupiter Award as the best fireworks company in the world, is gearing up to put on one “pyro-full” Fourth of July display at the 32nd annual EQT Pittsburgh Three Rivers Regatta.

Countless man hours have already gone into preparations for the show, the City’s official Fourth of July celebration, from finding the perfect products and choreographing the display, to building a great soundtrack and perfecting the innovative design. Still, according to Stephen Vitale, president and CEO of Pyrotecnico—who beat out fireworks firms from 8 other countries at the prestigious International Montreal Fireworks Festival last year—there is plenty more that needs to be done because of the unique way the company launches its shells.

Beginning Monday, June 29, approximately 12 men will work on setting up the display that will feature more than 22,000 pyrotechnic devices in the show and setting up a unique semi-circle truss that sets Pyrotecnico apart from other fireworks companies.

“We are using Pyrodome, a 30-foot semi-circle truss with 29 positions for pyrotechnic devices on that truss, for this year’s Regatta,” Vitale said, of the structure that has never been used before for a Pittsburgh event.

“The semi-circle truss will add a new level of innovation to the display. The people of Pittsburgh have witnessed so many fireworks displays over the years and we are creating an effect that we know they haven’t seen before. The semi-circle will create a massive wall of radiant colors that will be fired underneath the large shells to give the show enormous length and width.”

Five generations of the Vitale family have grown the fireworks company that Constantino Vitale started back in 1889 in Italy, and Vitale said that the family-run business is ready

for the challenge in successfully putting on an amazing show for this year's Regatta, which will feature a number of aspects from their award-winning "Rock Loves" performance that won them the Gold Jupiter, the most coveted award in pyrotechnics, in Montreal.

"We are so excited about being a part of the Regatta this year," Vitale said. "This is the perfect venue for a fireworks display and we will be utilizing the point of the river to really enhance the overall impact of the display."

"There is a lot of work that goes into a 25 minute display, but it's worth it. We put a lot of heart and soul into the show," Vitale said.

It's that heart and soul that has helped Vitale and those at Pyrotecnico to make a name for themselves in the Pittsburgh area.

"The whole fireworks experience is all about connecting with the audience and we feel that we'll be able to emotionally connect to the crowd," Vitale said.

"When you put all of the work in and have a great design, a great soundtrack and great products, you can really connect with the audience. When you do something with passion it shows in the final results and we have the passion."

The EQT "Flashes of Freedom" Fireworks Fantasia will light up the city sky at roughly 9:30 p.m. on Saturday, July 4. WPXI-Channel 11 will broadcast the display live and a simulcast of the production can be heard on KDKA-1020.

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***The 2009 EQT Pittsburgh Three Rivers Regatta is produced and managed by ISM/USA – a sports, event and cause marketing firm, based in Pittsburgh – offering clients a full line of specialty communications, promotions and public relations services.***