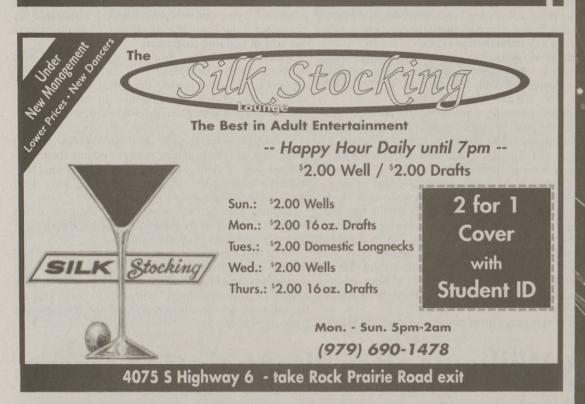
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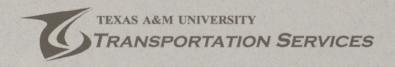
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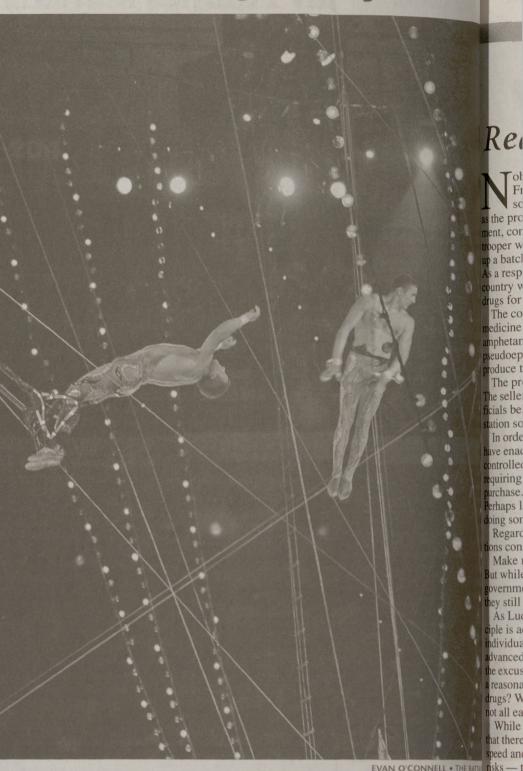
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### Surfing the sky



Members of The Sky Surfers perform death-defying acrobatic aerial stunts on the trapeze during Tuesday night's Ringling Bros. and Barnum & Bailey Circus

performance in Reed Arena. The climax of The Surfer's show occured when one of the acrob

# Cities, states looking to retool images to lure young professional In

Magnetic metropolitan areas

Largest net increases in migration, 1995-2000

An analysis of migration data indicates many young people in

Ages 25-34

Phoenix

By Martha Irvine THE ASSOCIATED PRESS

SAUGATUCK, Mich. — At 27, Kristin Gebben made a decision that cut against the flow: She packed up the life she'd started building in Seattle and moved back to her native Michigan.

The lure was Saugatuck, a quaint artists' haven near the shores of Lake Michigan, where she now takes early morning strolls with her yellow lab pup named Pete. It's one of a few cities that Michigan Gov. Jennifer Granholm is counting on to bring more young people to the state.

low cost of living.

45,918

Raleigh, N.C.

31,375

Ages 15-24

"I feel like people work all their lives to settle down in a place like this — and I've done it now," says Gebben, who found work at an art gallery and recently bought it with the help of an East Coast business partner. "But I'm one of the lucky ones."

Between 1995 and 2000, Michigan lost an estimated 43,000 young college graduates, who left the state for everything SOURCE: Brookings Inst from jobs to warmer

year-round weather. It's a story mirrored in many other cities, from expensive New York to crowded Los Angeles, which both lost more 25- to 34-yearolds than they gained during those same years.

Now officials in some cities and states are looking to reverse the trend.

In Michigan, Granholm has launched the "Cool

Cities" initiative, a grants program that she insists is more about economic development than just bringing "lattes and bookstores and nightclubs" to her state.

Saugatuck, where residents are renovating an old pie factory into a center for the arts, was among the first to receive one of the state's \$100,000 grants. Already, the unfinished center houses the new Mason Street Warehouse theater, where 25-year-old Kelly Carey found a leading role in this summer's first musical.

"They not only created opportunities for " they're good opportunities," says Carey, who mutes to Saugatuck from Grand Rapids, and "Cool City" grant recipient. Gebben, too, says arts center adds to Saugatuck's appeal — mi it a more "happening" place.

Philadelphia is using a civic leadership and program to try and persuade students who colleges and universities there to stay.

Attempting to build upon small but positivego among 25- to 34-year-olds in the late '90s, Mem has dubbed itself the "never-sleeping, funky, soul of the global economy," pushing every

from a citywide optic network to music scene.

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And Cleveland partnership with Colgate and other versities, has a sur internship progra which students with host families show them the points of Clevel - from a vibrant and political scene more reasonable of living.

"Most have n been to Clevelar their lives. And

of what they he was not particularly favorable," says Maria Crosley, a Colgate alumna who is coordinator the 10-week program known as "Summer of Cuyahoga.'

While many of last summer's participants tially said their expectations for Cleveland fairly low, after their summer in town 41 per said they would "definitely" consider a job

Some experts who track population wond focussing on 20somethings is the best tack plugging brain drain.

"They're like a revolving door. They to one place — and they move away," says Frey, a demographer and visiting fellow a Brookings Institution in Washington. "So any that thinks they can get a hold on this grou expecting too much."

Are you a student leader?

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