

Note to attendees: Local media outlets often carry news about professional development activities of community residents. To generate publicity about your program, you can customize and distribute the following press release to your hometown media. Simply insert the date and your contact information, and follow the directions in bold. Please note: This template is written from the perspective of business incubator managers, who make up the majority of our conference attendees. If you are affiliated with the industry in another way, you will need to adjust the language accordingly. If you have questions about completing and distributing the press release, please contact Linda Knopp, NBIA Communications Manager, at lknopp@nbia.org or (740) 593-4331.

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FOR IMMEDIATE RELEASE

Date

Contact:	<i>Name</i>	Linda Knopp
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Local Executive Attends International Business Incubation Conference

CITY, State—(Name) _____, **(title)** _____ of
(facility/program name) _____ in **(city)** _____,

attended the 18th International Conference on Business Incubation, April 25-28, in Atlanta.

The conference offered numerous educational sessions and networking venues to help business incubation and economic development professionals from around the world learn more about developing sustainable incubation programs and nurturing entrepreneurial talent. With the theme *The Power of Supporting Entrepreneurs*, the conference focused on both basic business incubation strategies and new industry trends. The National Business Incubation Association conducted the event.

Business incubation programs, such as **(facility/program name)** _____, catalyze the process of starting and growing companies by providing entrepreneurs with the expertise, networks and tools they need to make their ventures successful. In 2001 alone, North American incubators assisted more than 35,000 start-up companies that provided full-time employment for nearly 82,000 workers and generated earnings of more than \$7 billion. Approximately 4,000 business incubation programs operate worldwide.

(Insert paragraph about your program and clients).

The National Business Incubation Association is the world's leading organization advancing business incubation and entrepreneurship. It provides thousands of professionals with information, education, advocacy and networking resources to bring excellence to the process of assisting early-stage companies.

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