



MEDIA ADVISORY

IDEAS INC LAUNCHES CUTTING-EDGE PROGRAM

September 8, 2011, Saskatoon, SK

Ideas inc will launch its cutting-edge Information and Communications Technology (ICT) Program Monday September 12.

An announcement of the presenting sponsor will highlight the event.

Date: Monday, September 12, 2011

Time: 10:00 am – 10:30 a.m., to be followed by Guest Speaker Russ Muzzolini*

Place: Ideas Inc – Cava Caffè

120 Sonnenschein Way, Saskatoon SK

Speakers: Melanie Stroh: Ideas Inc Board Chair

The Honourable Rob Norris: Saskatchewan Minister of Advanced Education, Employment and Immigration; Minister for Innovation; Minister Responsible for SOCO/Innovation Place

His Worship Don Atchison: City of Saskatoon

Steve Seiferling: SATA Board Chair

Naqsh Kochar: CEO, Refresh Inc.

Chad Jones: CEO, College Mobile

The ICT program was jointly developed by Ideas Inc, the University of Saskatchewan Industry Liaison Office and Computer Science Department, the Saskatchewan Advanced Technology Association (SATA) and the Saskatoon Regional Economic Development Authority with financial support from Enterprise Saskatchewan.

*Russ Mussolini, of Shutterfly fame, is a graduate of the University of Saskatchewan and a “wonderful down to earth guy with a fascinating story of entrepreneurship in Silicon Valley”.

For media inquiries, please contact:

Ideas Inc

Phyllis Lodoen

Executive Director

phyllis@saskatoonideas.com

Ph. 306 653 200 or 306 260 5622