



FOR IMMEDIATE RELEASE

START-UP Weekend coming to Lexington

Lexington, KY -- October 20th, 2008 – Have you ever wondered what a group of highly talented and motivated people could accomplish in a weekend? Could they start a company from concept to completion? During the weekend of November 21st to 23rd, participants in Lexington, KY will come together and try to answer that question.

[Startup Weekend](#) brings the best and brightest people together in a local office space to select the concepts, break into teams, and develop the product, marketing and revenue model necessary to launch. Founded in Boulder, Co in 2007 by Andrew Hyde, the weekend is a concept of a conference focusing on learning by creating. "There's an 80-20 rule in business that's taught a lot. Twenty percent of a company does 80 percent of the work. What if that 20 percent from a bunch of companies got together?" said Andrew Hyde, founder of Startup Weekend. "It's a social experiment."

The weekend in Lexington is a collaboration between the [Kentucky Startup Blog](#) (a member of the [Spring Stage Network](#)), the [University of Kentucky Entrepreneurs Club](#) and the [Young Entrepreneurs of Lexington](#). Weekend organizer Richard Stump, author of the Kentucky Startup blog says "We want to show that a city like Lexington has a passionate group of entrepreneur's, programmers and marketers interested in starting the next great company." The event is being sponsored by the [Bluegrass Business Development Partnership](#) and the [Kentucky Science & Technology Corporation](#).

The event will be held at the [University of Kentucky's classroom Building](#), Rooms 212 & 214 and starts Friday night at 6:00pm and runs until Sunday night at 9:00pm. Additional information can be found at [Lexington.startupweekend.com](#). Participant passes to the event are \$40 and can be purchased at [lexingtonstartupweekend.eventbrite.com](#). The fee covers the venue, food and a commemorative T-shirt.

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