



Media Contact:

Mimi Rasor, Rasor Marketing Communications

513-793-1234 (office) or 513-910-8385 (cell); mimi@rasormarketing.com

OR Christa Skiles, Rasor Marketing Communications

513-793-1234 (office) or 513-680-7108 (cell); christa@rasormarketing.com

City of Mason Innovation Week Shines Spotlight on Biohealth and Advanced Technology Collaborations that Promote Scientific Discovery

Third annual event showcases public-private partnerships bringing science and innovation to the community, promoting STEM education and building a vibrant economy

(Mason, Ohio – Oct. 10, 2017) The City of Mason Innovation Week joins the city with local businesses to shine a spotlight on Mason’s rapidly growing biohealth hub and promote next generation public-private partnerships (P3) that feed connectivity and engage scientific talent in the region. Now in its third year, Innovation Week — presented in partnership with Assurex Health, Festo and Rhinestahl — features events designed to highlight Mason’s strong commitment to community collaboration and promote breakthrough ideas in Mason’s schools, community and beyond.

Highlights of the week include school tours of Festo’s Mobile Mechatronics Lab; the capstone event in the Mason and Assurex Research & Science Series, featuring Dr. Neil Lamb of the prestigious HudsonAlpha Institute for Biotechnology; a scientific poster presentation for local high school students; and a panel discussion hosted by the Healthcare Businesswomen’s Association (HBA) about how diversity can drive innovation in the workplace.

“It’s always a unique privilege when the city has the chance to simultaneously connect with our inspiring partners, engage with our community and give back to our schools,” said City of Mason City Manager Eric Hansen. “Through a diverse schedule of events, the City of Mason Innovation Week showcases how strategic collaborations benefit our entire population by promoting community education, inspiring students to take an interest in science and technology, and bringing economic benefits to the biohealth and advanced technology network Mason City Council has fostered in our city and our region.”

Innovation Week kicked off on Friday, Oct. 6, with local celebrations of World Manufacturing Day. Manufacturing companies across Mason hosted a variety of events in coordination with the city and schools. Proclamations were delivered and tours scheduled at several locations, including Ashley Ward, Festo and Rhinestahl, and followed by Makino later this month.

Festo’s Mobile Mechatronics Lab showcases more than 20 dynamic displays and hundreds of products featuring the latest advancements in energy-efficient automation technology. Festo co-founded Mason’s first Innovation Week in 2015 and has been a valued partner every year since. Tours of the Mobile Mechatronics Lab will be available on the Festo campus in Mason for school groups by appointment throughout the week.

On Thursday, Oct. 12, at 1 p.m., the Healthcare Businesswomen’s Association (HBA) will host the panel discussion, “Women in the Workplace: How Diversity Drives Innovation.” Featured speakers include Peeyush Shrivastava, chief

executive officer, Genetesis; Jan Rosenbaum, chief executive officer, Airway Therapeutics; Dr. Linda Brock, global lead-healthcare, Businesswomen's Association Women in Science; and James S. Burns, former chairman, president and CEO, Assurex Health. The panel will be moderated by Diane Egbers, chief executive officer, of LEI Consulting. Reservations and ticket fee are required.

During the HBA panel, the city will display finalists in its poster presentation, "In the Year 3000," open to local high school students from Mason High School and Kings High School. Students were invited to submit ideas of innovations they envision for the future in one of several science categories: medicine and biotechnology, healthcare, engineering sciences, or arts and design in science. Winners will be announced on Oct. 12 and will receive a cash award and professional print of their innovation ideas.

Finally, the week culminates on Oct. 12 from 5 to 6:30 p.m. with the capstone event in the Mason and Assurex Research & Science Series, a free presentation by Dr. Neil Lamb of the HudsonAlpha Institute for Biotechnology titled "The Science of Genomics: Why It Matters to You." The solution to many modern-day health challenges — from earlier cancer detection to the diagnosis of rare genetic disorders — lies in the field of genomics through the sequencing and analyzing of genomes. Dr. Lamb is the vice president of educational outreach and faculty investigator at HudsonAlpha. He will examine how norms of healthcare and wellness have changed across the decades and how individuals experience medicine on a personal level through precision medicine. He'll also share his experience at HudsonAlpha combining education, new research, development and commercialization with community engagement to make Huntsville, Alabama, an education and wellness center of excellence. While the event is free, reservations are required.

Inherent to the mission of Innovation Week is the idea of giving back to local students and inspiring interest in STEM subjects. All Innovation Week events have built-in student engagement components, and Dr. Lamb will spend a portion of his time in Mason meeting with students and with district leadership at both Mason City Schools and Kings Local Schools to discuss trends in math and science curricula. Additionally, the City of Mason and Assurex Health purchased several classroom kits to donate to both school districts to assist teachers in the creative instruction of Mendel's laws of genetics.

For more information, to view a complete schedule or to register for events, visit www.MasonInnovates.com.

###

About the City of Mason, Ohio

Mason, Ohio, is an established hub for bioscience innovation and includes a business portfolio of advanced manufacturing, healthcare and technology companies. In the last 24 months, Mason has recruited more than \$615 million in new investment and brought more than 3,100 jobs to the city with 80 percent of those in the biohealth space. As the largest city in Warren County and part of the Greater Cincinnati region in southwest Ohio, Mason's economic development mission is focused on attracting and supporting the growth of top companies and creating jobs in these sectors, while also leveraging partnerships to attract foreign direct investment. Mason is nationally recognized for its low cost of living, award-winning schools and its intentional culture of wellness. For more information about the City of Mason, visit www.imaginemason.org or www.whymason.com.