

# MEDIA ALERT

October 6, 2014



## INTERVIEW OPPORTUNITY

### Leading Figure in the Urban Entrepreneurship Movement Tours Detroit on October 9, 2014 to Exchange Ideas and Attend Welcome Luncheon at TechTown

*Dr. Jeffrey Robinson to tour several entrepreneurial ventures in Detroit prior to October 10th keynote address at the Urban Entrepreneurship Symposium in Ann Arbor*

**WHO:** **Dr. Jeffrey Robinson**—a leading figure in the urban entrepreneurship movement; academic director of the Rutgers Business School Center for Urban Entrepreneurship and Economic Development; and Director of the New Jersey Social Innovation Institute. Dr. Robinson holds advanced degrees in the fields of engineering, urban studies and business, and has appeared as a commentator on Dateline NBC and NBC Nightly News, PBS, NJN News, Huff Post Live, NJ Biz, The Wall Street Journal and The New York Times. For Dr. Robinson's full bio, [click here](#).

**David Tarver**—Technology Entrepreneur; Faculty, U-M Center for Entrepreneurship and College of Engineering; Author, *Proving Ground: A Memoir*; Founder, Urban Entrepreneurship Initiative.

**Dr. Leslie Smith**—President and CEO, TechTown Detroit.

**WHAT:** **Interview & Photo Opportunities** with Dr. Jeffrey Robinson, David Tarver and Leslie Smith. **Dr. Robinson**, Keynote Speaker for the Urban Entrepreneurship Symposium will **tour several entrepreneurial ventures in Detroit** to learn and exchange ideas on Thursday, October 9<sup>th</sup>. **Dr. Robinson** will begin his tour at TechTown Detroit. Press will have an opportunity to interview Dr. Robinson in 5-10 min segments prior to the start of his tour.

**WHEN:** **Thursday, September 9, 2014**  
12:30 PM – 1:00 PM - (5-10 min interview segments)  
Please contact Anita S. Lane to schedule an interview at 313.447.9083 or [AnitaSLane@SenseiCommunications.com](mailto:AnitaSLane@SenseiCommunications.com)

**WHERE** TechTown Detroit  
440 Burroughs  
Detroit, MI 48201  
*\*Ask for Anita S. Lane or Michelle Welsh upon arrival.*

**ABOUT** **The Urban Entrepreneurship Initiative (UEI)** facilitates community-driven entrepreneurial solutions to urban problems. The inaugural Urban Entrepreneurship Symposium on October 10, 2014 in Ann Arbor will offer strategies for developing sustainable, scalable businesses that solve important urban problems. Event sponsors include: **University of Michigan, Detroit Technology Exchange, Michigan Economic Development Corporation and Comerica Bank**. The Symposium is fully subscribed. However, a live stream will be made available for the general public. Learn more at [www.urbanei.net](http://www.urbanei.net)

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