

\_\_\_\_press announcement\_\_\_\_

**FOR IMMEDIATE RELEASE**

**Media contact:**

Kirsten Osolind, re:invention, inc.  
312.635.1350

[Kirsten@reinventioninc.com](mailto:Kirsten@reinventioninc.com)

**re:invention, inc. to Sponsor Springboard 2005: Midwest Venture Forum**

*Springboard 2005: Midwest Venture Forum Scheduled for September 28*

Chicago, IL – May 1, 2005 – re:invention, inc. ([www.reinventioninc.com](http://www.reinventioninc.com)) announced today that the company has signed on as a supporting sponsor for Springboard Enterprises Venture Forum Midwest 2005.

Co-hosted by Springboard Enterprises and Northwestern University's Center for Women Entrepreneurs in Technology, Springboard 2005: Midwest Venture Forum will take place at Northwestern University's Thorne Auditorium, 375 East Chicago Avenue, Chicago on September 28, 2005. Springboard 2005: Midwest will feature a morning program showcasing women-led companies to an audience of leading venture capitalists, angel investors, and corporate investors and a special afternoon program exclusively for angel investors.

re:invention joins other Springboard sponsors at the \$15,000 supporting sponsorship level including Chicago Community Ventures, Dykema Gossett, LaSalle Bank, McKinsey Consulting, Northern Trust, Northwestern University, RSM McGladrey, and University of Chicago.

This is re:invention's first year as a Springboard sponsor and the company's inaugural event sponsorship. Springboard Enterprises provides women-led high growth companies with access to investment capital and entrée to a community committed to helping them build enduring businesses. Springboard has showcased 317 women-led enterprises at 14 forums across the country, raising \$3 billion in equity capital, grants and strategic investments for Springboard portfolio companies to date.

"re:invention passionately supports Springboard Enterprises and Springboard Venture Forum co-host, Northwestern's Center for Women Entrepreneurs in Technology," said Kirsten Osolind, re:invention CEO and founder, in a statement. "At re:invention, we believe women need money, meaningful mentors, and marketing to build million-dollar businesses. Springboard connects women entrepreneurs with capital and inspires a collaborative process of mentoring and relationship building."

"We're pleased to have re:invention on board as a sponsor for this year's event," said Nancy Sullivan, Executive Director of Northwestern's Center for Women Entrepreneurs in Technology and Springboard Venture Forum Midwest co-host. "re:invention and Springboard share a common mission: helping women-led businesses achieve measurable success."

**About re:invention, inc.**

re:invention, inc. ([www.reinventioninc.com](http://www.reinventioninc.com)), is a marketing company on a mission to build more women-led million-dollar businesses -- with marketing strategy, promotions, and national public relations programs that deliver measurable results. Since 2002, re:invention has worked with some of the nation's premiere women entrepreneurs and executives...and their technology, manufacturing, retail, and services companies. re:invention clients are served via re:invention's nationwide associate network of 40 senior-level women marketing freelancers and women-led small boutique marketing agencies. re:invention serves as a fully outsourced marketing department for clients and a business broker for re:invention associates. For more: [www.reinventioninc.com](http://www.reinventioninc.com) or call 312.635.1350.



**re:invention, inc. to Sponsor Springboard Venture Forum Midwest 2005**  
**Page 2 of Two**

**About Springboard Enterprises**

Springboard Enterprises is a not-for-profit organization that has had phenomenal success in preparing and showcasing women-led businesses seeking equity capital. The businesses participating in Springboard events across the country have raised \$3 billion. Springboard delivers its programs and services through local affiliate organizations and a national network of entrepreneurs, investors, and business development professionals. For more: [www.springboardenterprises.org](http://www.springboardenterprises.org).

**About Northwestern's Center for Women Entrepreneurs in Technology**

The Center for Women Entrepreneurs in Technology (CWET), a partnership led by Northwestern University in association with ITEC-Evanston, fosters women-led entrepreneurship to reduce barriers to equal opportunity and to address the challenges that could keep women entrepreneurs from reaching their full potential. By providing access to necessary resources, training and networks, the Center enables women to turn innovative ideas into market-leading companies. For more: [www.cwet.org](http://www.cwet.org).

###

