



## Example Press Release Service Announcement

FOR IMMEDIATE RELEASE

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(Blacksburg, VA) – VT KnowledgeWorks, high-tech business incubator in the Virginia Tech Corporate Research Center, now offers blog service, *Inside VT KnowledgeWorks*, to its member companies. Top executives from Agent Computer, Click and Pledge, DynaSoft, LLC, NanoSafe, Inc., Portaqua, Schultz-Creehan, The Whole Child Learning Company and Virginia nanoTech, LLC, met last week to discuss the benefits of a blog with professional writer and author of *Inside VT KnowledgeWorks*, Anne Clelland.

Clelland shared how a consistent and well-written blog fosters relationships with business contacts and decreases perceived risks during the adoption life cycle of technology. No longer considered a fad, blogs are gaining credibility and even referenced by news sources. For the high-tech entrepreneur, the importance of viral marketing, establishing personal relationships and developing a trustworthy network is critical. For more information about VT KnowledgeWorks log on to [www.vtknowledgeworks.com](http://www.vtknowledgeworks.com) and view *Inside VT KnowledgeWorks* at <http://annegilesclelland.typepad.com/insidevtkw>.

VT KnowledgeWorks is a high-tech business accelerator which encourages inventors, researchers and entrepreneurs as they conceive, design, launch and grow companies to financial independence. It provides a comprehensive mix of services carefully designed to reduce risk in a systematic manner by nurturing core business competencies within each Member company, by helping them maintain strategic focus, minimizing their administrative overhead, and supporting their executive leadership. It currently has 33 member companies. VT KnowledgeWorks is located within the Virginia Tech Corporate Research Center adjacent to the Virginia Tech campus in Blacksburg, Virginia. The Research Center houses more than 135 high-tech businesses employing over 2,000 people in 24 buildings.

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