Dear Colleagues,

We are reaching out to inform you of an exiting new initiative that has just launched!

The [Avon Foundation](http://www.avonfoundation.org/), the [National Cancer Institute](http://www.cancer.gov/) and [Center for Advancing Innovation](http://www.thecenterforadvancinginnovation.org/) have partnered to create a "first of a kind" Breast Cancer Start-up Challenge; you can find the website here: <http://www.breastcancerstartupchallenge.com>!  The Challenge features Breast Cancer Inventions (9 from the National Institutes of Health National Cancer Institute and 1 from an Avon Foundation grantee) that have commercial viability and are important to public health.  The primary goal of the Challenge is to stimulate the creation of start-up businesses based upon these inventions.

We’re reaching out to invite you to attend a webinar next Wed. to learn more!

**Webinar What, When and Where**

What you will learn: what the Breast Cancer Start-up Challenge is; the opportunity for contestants and how to participate

**Speakers:**

* Marc Hurlbert, Executive Director of the Avon Foundation
* Rosemarie Truman, Founder and CEO of The Center for Advancing Innovation
* Rose Freel, Technology Transfer Specialist, the Technology Transfer Center at the NIH National Cancer Institute

**Dates: September 16, 2013 or September 18, 2013**

**Time: 4-5pm**

**Link:** <http://join.me/thecenterforadvancinginnovation>

**Register here:** [**http://bcstartupchallengeevents.weebly.com/**](http://bcstartupchallengeevents.weebly.com/)

**Please add to your calendar!**

Many thanks for your participation; we look forward to having your attendance at the webinar!

Best,

Rosemarie Truman

Founder and CEO

The Center for Advancing Innovation

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