



NBA Legend Bill Walton to host Hill Briefings on Sports Technology Policy

For Immediate Release

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Washington, D.C. – NBA Legend and sports broadcaster Bill Walton will host two Capitol Hill briefings on September 14, 2010 as part of San Diego-based CONNECT’s opening of its new Washington D.C. office.

The briefing, entitled “Innovation 101: Technology and Innovation in the Action & Sport Industry,” will focus on Mr. Walton’s work as Executive Chairman of the San Diego Sport Innovators (SDSI) and the new innovations and technologies being developed in the action and sports industry.

The House briefing will take place in the Rayburn House Office Building at 10:00 a.m. in Room 2168, while the Senate briefing will take place in the afternoon at 2:00 p.m. in the Russell Senate Office Building, Room 428.

“CONNECT’s new D.C. Office and our Innovation 101 series will bring the innovation community’s top policy priorities to the forefront of the national agenda,” said CONNECT Public Policy Director Timothy Tardibono. “Even in a tough economy, we are seeing extraordinary inventions coming out of our start-up businesses in fields ranging from action and sport technologies to life science-diagnostics, clean technology, and wireless health. The goal of the series is to keep Congress aware of these inventions and help them understand the impact Congressional decisions have on a start-up’s ability to bring these new inventions to market. Bill’s Hall of Fame sports background makes him the perfect spokesman for the industry and its federal policy opportunities and concerns.”

Mr. Walton is hopeful that briefing attendees will learn more about the action and sports industry and how federal policy can accelerate emerging sports-technologies. “The action and sport industry is an increasingly innovative sector that touches many lives. We are discovering that what happens in D.C. impacts whether a San Diego innovator can succeed. I’m excited about sharing the story of sports innovation with Congressmen, Senators and their staffs.”

To attend CONNECT’s Innovation 101 Briefing on Tuesday, Sept.14th, RSVP to Jessie Womble at jwomble@connect.org.

ABOUT SDSI:

The San Diego Sport Innovators (SDSI) is group within CONNECT designed specifically to connect and drive the growth of San Diego's vibrant sports economy by offering innovative programs and services for start-ups, mature companies and service providers. SDSI offers education, mentoring and capital funding opportunities for start-ups; best practice collaboration, access to new technology, a pipeline to talent and acquisition and public policy advocacy for mature companies; deal flow to SDSI service providers and the San Diego investment community. Visit www.SDSportInnovators.org for more information.

ABOUT CONNECT:

CONNECT is a nonprofit organization dedicated to creating and sustaining the growth of innovation. Since 1985, CONNECT has assisted in the formation and development of over 2,000 companies and is widely regarded as the world's most successful regional program linking inventors and entrepreneurs with the resources they need for success. CONNECT focuses on research institution support, business creation and development, entrepreneurial learning, access to capital, public policy advocacy, awards, recognition and networking. More than 40 countries and regions have adopted the CONNECT model, including the U.K, Sweden, Norway, Denmark, Australia, and India. For more information, please visit www.connect.org

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