



FOR IMMEDIATE RELEASE

CITY OF HARTFORD AND CONNECTICUT SCIENCE CENTER ANNOUNCE RECIPIENT OF 2011 HARTFORD INNOVATION AWARD *\$15,000 Grant promotes entrepreneurs in the fields of Technology, Science & Invention*

HARTFORD (November 15, 2011) – The City of Hartford and the Connecticut Science Center are proud to announce that Downtown Yoga has been selected to receive \$15,000 in grant funding through the new **Hartford Innovation Award**. The Pratt Street yoga studio is the first recipient of a new Business Development Grant that was designed to help entrepreneurs move forward with projects in the areas of applied science, technology, and innovation.

Downtown Yoga will use the funds to purchase 15 spin cycles outfitted with green technology from Connecticut based manufacturer The Green Revolution, Inc. The technology allows the spin cycles to harness human power and transfer it into electricity. The green innovation will help the studio to expand its product offering to yoga members with plans to expand and offer classes in the city's corporate buildings throughout downtown.

"We are excited and grateful to have been awarded this opportunity," said Thomas Clynych, owner of Downtown Yoga. "We look forward to offering a new service to the people of the City of Hartford and hope our efforts inspire additional green commitments from Connecticut's business community."

The 2011 awards program is funded by the U.S. Department of Housing and Urban Development (HUD) and administered by the Connecticut Science Center. The awards were made available to eligible entrepreneurs innovating in the city of Hartford.

The grant program is the result of a partnership between the City and the Connecticut Science Center to stimulate and recognize innovation as a present and future economic driver for the city. Throughout Hartford's history entrepreneurs – Samuel Colt, Colonial Albert Pope, William Mason, Horace Wells, Christopher Spencer and Elisha Root - have been critical to its economic vibrancy and vitality.

The program also complements the City's support for job creation in the arts through a nationally-recognized grants program administered by the Greater Hartford Arts Council.

"Hartford's creative economy depends on the City's persistent commitment to small businesses and innovators in science and technology as well as the arts," said Hartford Mayor Pedro Segarra. "This new initiative with the Connecticut Science Center gives us another tool to encourage and celebrate innovative and groundbreaking new ideas in science and technology. Creativity and innovation are proud parts of our city's past and will be crucial in better defining the future of Connecticut's Capital City."

The partnership leverages a robust program at the new Science Center that has already served more than 10,000 Hartford school children through structured field trips at no charge, and strengthened the capabilities of dozens of the city's professional educators and science teachers since opening in 2009. "The Connecticut Science Center is pleased to work with the City of Hartford to celebrate and nurture the work of innovators in our midst," said Matt Fleury, President and CEO. "We congratulate Downtown Yoga for their innovative application of green technology to expand their business. The award of this inaugural grant further promotes Hartford as an incubator for entrepreneurial activity and innovation."

A second round of innovation awards is slated for next year and will be announced in early 2012.

For questions or additional information about the grant selection process, please contact Lionel Rigler, Acting Senior Project Manager at RIGLL001@hartford.gov or 860-757-9277.

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About the Connecticut Science Center The LEED-Gold certified Connecticut Science Center, located in downtown Hartford, sparks creative imagination and an appreciation for science by immersing visitors in fun and educational hands-on, minds-on interactive experiences while maintaining an environmentally conscious presence. Visitors experience over 150 exhibits in ten galleries and a range of topics, including space and earth sciences, physical sciences, biology, the Connecticut River watershed, alternative energy sources, Connecticut inventors and innovations, a children's gallery, and much more. Other features include four educational labs, a 200-seat 3D digital theater, function room, gift store and café, and ongoing events and lectures for all ages. The Science Center is a non-profit organization dedicated to enhancing science education throughout the state of Connecticut and New England, providing learning opportunities for students and adults of all ages, and engaging the community in scientific exploration. More information: www.CTScienceCenter.org or 860.SCIENCE.

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