EXAMPLE PRESS RELEASE

MEDIA RELEASE

Changing Of The Guard For Startup Adelaide Inc.
9 JULY – FOR IMMEDIATE RELEASE

This week Chris Hooper and David Truong stepped down as Directors of the not-for-profit industry association *Startup Adelaide Inc* and passed the baton to focus their energy on their businesses, *Accodex* and *Redu.us*.

Among the board reshuffle is newly appointed *Majoran* co-working space Managing Director, Aainaa Rahman and Geoff Kwitko a seasoned local entrepreneur best known for selling his company *ShareScene.com* in 2010 . Orren Prunckun will remain on the board, to ensure continuity during the transition.

Hooper explained that "Geoff has the time, energy and resources to help take Startup Adelaide to the next level." Hooper previously worked with Kwitko on Startup Club in 2008. Following, **Prunckun** said "adding new energy to the established organization will see some innovative business community building projects Adelaide has never experienced, come to life."

Truong, Prunckun and Hooper all previously appeared in *Australian Anthill's 30 Under 30 Awards*, as well as the last two winning *The Australia Day Citizen of the Year Awards* for the council respective council areas, Unley and Adelaide for their business community involvement.

The concept of *Startup Adelaide* was conceived by Prunckun and Truong on a bus trip through Cambodia in 2012 and was set up as an online community to bring together local alumni of *Startup Weekend Adelaide*. Later incorporated as a not-for-profit association to foster and support the Adelaide tech startup sector and now acts as a neutral advocate for startups, by startups between industry, community and government. Membership has passed more than 600.

Startup Adelaide currently oversees the running of *Startup Weekend,* a 54-hour event where developers, designers and marketers come together to share ideas, form teams, build products, and create startup which has been running biannually since 2012, the *Startup Genome Project* and the *Adelaide Startup Stakeholder Alliance*.

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About the organization:
Startup Adelaide exists to promote and advance in the state of South Australia the Information and Communications Technology field; provide, or procure the provision of, educational resources, training materials, seminars and lectures relevant to participants in the Information and Communications Technology field; and provide, or procure the provision of, networking and social events for participants in the Information and Communications Technology field: http://www.startupadelaide.com.au/

Notes to editor:
David ████████████ in Adelaide.

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Photo Opportunity:
Location: Majoran 2/14 Grenfell St, Adelaide - ██████████████████
Talent: Current and departing directors

Related Publication: http://www.adelaidenow.com.au/business/startup-adelaide-welcomes-new-board-directors-and-plans-for-growth/story-fni6uma6-1227477506600