



For Immediate Release

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**Southern Growth Policies Board Names
DesignSeed - Auburn University
2010 Innovator Award Winner from Alabama**

RESEARCH TRIANGLE PARK, NC—Southern Growth Policies Board is pleased to announce **DesignSeed – Auburn University** as the recipient of its *2010 Innovator Award from Alabama*. **DesignSeed**, a collaboration between Auburn University's Office of University Outreach, Technical Assistance Center and Industrial Design program, creates businesses in rural and distressed areas of Alabama that are based on innovative product designs created by the university's Industrial Design students. The **DesignSeed** process reaches out into the community, beginning with input from a community's leaders, stakeholders, citizens and workers to identify natural resources and community assets around which to build business ideas, and continuing with university assistance to identify and support entrepreneurs who can launch the resulting products.

Innovator Awards are presented annually to one organization in each of Southern Growth's 13 member states in recognition of initiatives that are improving economic opportunities and quality of life in the region. The *2010 Innovator Awards* were chosen from creative initiatives in the region that aim to help communities recover from the recession. One award winner per week will be announced in Southern Growth's newsletter, *Southern Compass*, leading up to an official recognition of all awardees at [Southern Growth's Chairman's Conference, June 7-8, 2010 in Lexington, Kentucky](#). For more information on Southern Growth's Innovator Awards program or Chairman's Conference, contact Ted Abernathy, Executive Director, Southern Growth Policies Board, at (919) 941-5145 or tabernathy@southern.org.

About Southern Growth Policies Board

Southern Growth is a regional economic development think-tank serving Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Virginia and West Virginia. Its mission is to help improve the economy and quality of life in the South through dialogue and collaboration among a wide cross-section of the region's policy and program leaders. Its research focuses on the major drivers of economic prosperity—innovation and technology, globalization, workforce development and community development. More information on Southern Growth is available at www.southern.org.