



# INNOVATION CONNECTOR

*The Perfect Place to Launch Your Business*

**FOR IMMEDIATE RELEASE**

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## **ECI Regional Science Fair Engages Real-Time Alerts**

Muncie, IN 3-1-2010 - On Saturday, February 27, over 300 aspiring scientists, with family members in tow, descended on Ball State University's campus for the 2010 East Central Indiana Regional Science Fair. The full-day schedule of events had student participants, parents, grandparents, friends, faculty members and judges strewn across campus in a maze of activity; yet it all came together without a hitch.

To stream-line communications and enhance the overall campus experience, Event Director Bianca McRae and Fair liaison Marilyn Waldo found the perfect mechanism. Working with Muncie's Innovation Connector, Fair administrators engaged the innovative services of Your Instant Info, a web-based SMS (Short Message Service) text Alert system. In total, 1,748 individual cell phone messages were sent, to 246 Alert registrants, that assisted individuals on what to do, where to be, and when to take action.

As Pat Kleeberg-Biology Department administrative coordinator noted, "Your Instant Info Alerts are one of the best event services we've provided visiting families and participants to keep them informed while enjoying all the campus has to offer." As cell phone Alerts were received, one noted an immediate call to action as visitors cleared the Exhibit floor or returned to take their children to lunch.

Utilizing this innovative Alerts system at the ECI Regional Science Fair demonstrated Muncie's continued ability to collaborate, implement leading-edge technologies, and set a new benchmark for keeping event participants informed. On many occasions, participants returned to the registration desk to ensure they, too, would receive Alerts that other visitors were praising. Special guest, State Senator Sue Errington, toured the Fair and spoke to students, event administrators, and co-founders of Your Instant Info.

The Innovation Connector continues its push for the practical application of innovative ideas that generate real-time results for everyday Hoosiers. As Bianca McRae stated during the Awards Ceremony, "the Alerts System demonstrated problem solving in real-life."

The 2010 East Central Regional Science Fair covers 14-counties and is designed to stimulate active interest in the sciences and recognize the work of young scientists. For more information visit [www.bsu.edu/sciencefair](http://www.bsu.edu/sciencefair)

### *About Your Instant Info*

*Your Instant Info is one of the oldest, most reliable Alert Notification Services on the market today. The company is located at the Innovation Connector in Muncie, IN. Information: [www.yourinstantinfo.com](http://www.yourinstantinfo.com)*

### *About Innovation Connector*

*The community business incubator, a partnership of Ball State University, City of Muncie, and Ball Memorial Hospital, the Innovation Connector is an engaged organization that offers more than your standard incubator. The Connector is a successful laboratory for connecting private sector interests with public institutions and elected officials. Information: [www.innovationconnector.com](http://www.innovationconnector.com).*