
News Release

For Immediate Release

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Contact: Sheri Hensley, Marketing Manager
201-438-1245 office, 201-615-8378 cell
sheri.hensley@njmeadowlands.gov

NEW JERSEY CABLE TELEVISION SHOW SPOTLIGHTS NJMC BUSINESS ACCELERATOR

LYNDHURST, NJ - Do you have an idea for a new technology, but need help turning your vision into a commercial business? Tune into News 12 New Jersey's "*Spotlight New Jersey*" March 21st and 22nd to learn more about the New Jersey Meadowlands Commission Business Accelerator - the state's newest business incubator and a tremendous resource for entrepreneurial companies developing alternative energy and green technologies and services. Michel Bitritto, PhD the Accelerator's Director and the owners of two Accelerator client companies, **GRAIN** and **Eco Earth Design**, are featured guests.

News 12 New Jersey's "*Spotlight New Jersey*" airs Saturdays at 8am, 1pm, and 11:30pm and Sundays at 6am, 8am, and 1 pm on Cablevision, Comcast, Service-Electric and Time Warner cable systems.

Theresa Kim is the CEO of **GRAIN**, which supplies and manufactures eco-friendly cabinetry and millwork for residential and commercial projects. Rob Schucker is the owner of **Eco Earth Design**, which designs and installs environmentally responsible outdoor projects, including green roofs, living walls and water-efficient irrigation systems.

The "*Spotlight New Jersey*" show features Theresa and Rob discussing their products and services and sharing what they've learned while starting their own companies. Dr. Bitritto will highlight the NJMC Business Accelerator's mission - to support the development of emerging companies, accelerate their commercial growth and grow jobs in New Jersey - and will explain how eligible companies can apply for the program.

The NJMC Business Accelerator opened in October 2008 thanks to a \$1.5 million three-year grant from the New Jersey Meadowlands Commission. It has space to



accommodate more than 30 companies. In addition to **GRAIN** and **Eco Earth Design**, the Accelerator's first client companies include:

Solaris Cybernetics

Rudy Behrens, CEO and President

Solaris Cybernetics is designing sea-worthy robots to produce fuel from algae using the company's patented and patent-pending technologies.

Gotham Analytics

Yogi Sookhu, CEO and Founder

Gotham Analytics is developing advanced airborne contamination detection systems using sensors capable of detecting radiological, chemical and biological contaminants.

Michael Baer

Attorney at Law

Michael is a full-service attorney, whose expertise ranges from corporate matters, including those involving start-up companies, to civil personal matters.

More information on the NJMC Business Accelerator is available at www.NJMCaccelerator.com. To learn more about the New Jersey Meadowlands Commission and other program it sponsors to encourage the growth of local businesses and green technology, visit the Commission's Web site at www.njmeadowlands.gov.

