

**FOR IMMEDIATE RELEASE:**



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**NY Loves Bio hosts NY ‘Celebrate Collaboration’ Reception in Chicago**

In association with Empire State Development and other economic development partners throughout New York State, NY Loves Bio will host a reception on May 4, 2010, in Chicago from 6:30 to 7:30 p.m. at The Field Museum.

“Our goal is to provide a relaxed environment after a full day of exhibiting and business partnering at the BIO International Convention so that New Yorkers can entertain current and prospective business associates and continue networking,” said Brian McMahon, executive director of the New York State Economic Development Council, which coordinates the NY Loves Bio marketing initiative.

The event also provides a forum for the state’s local and regional economic development organizations to promote NY as the idea place to locate or expand a life science or biotech enterprise.

**ABOUT NY LOVES BIO AND NYSEDC**

New York Loves Bio is a marketing initiative, coordinated by NYSEDC in partnership with leaders from industry, academia, research, government agencies, and local and regional economic development organizations, to promote bio business in the Empire State. The NY Loves Bio Asset Database ([www.nybiosearch.net](http://www.nybiosearch.net)) provides a sophisticated search tool that enables users to customize a query about New York’s rich bio sector, including maps to display technology clusters, such as devices, biotech, pharmaceutical, tools, defense, etc., rich media profiles of NY’s bioscience companies, profiles of businesses that provide services and support to bio, detailed information on economic development activities and incentives to retain and attract bio business by region, highlights by region, showing statewide strength in bio, and robust profiles on colleges, universities, and research centers This innovative database is a unique way for NY bioscience companies to promote their products and services.

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