



**FOR IMMEDIATE RELEASE**

## **WTIA Summer Celebration to Feature Xconomy's Battle of the Tech Bands**

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*Annual networking event to showcase local tech industry's best bands.*

**SEATTLE – April 29, 2009** – The Washington Technology Industry Association (WTIA) (<http://www.washingtontechnology.org>) and Xconomy ([www.xconomy.com](http://www.xconomy.com)) are teaming up to rock you, Seattle. The WTIA, North America's largest statewide association of technology companies, IT departments and individual technology professionals, today announced that its annual Summer Celebration tech industry networking event will feature the Xconomy Battle of the Tech Bands. Xconomy, a localized business, technology and life sciences news site, which holds an annual Battle of the Tech Bands in Boston, is bringing the wildly popular event to Seattle for the first time. The event will take place on July 30 from 5 p.m. to 10 p.m. at the Pyramid Brewery's outdoor beer garden across the street from Safeco Field.

The Battle of the Tech Bands will pit five or six bands with tech-industry members against each other in competition for two grand prizes: Most Innovative (determined by a panel of judges) and Audience Favorite (determined by those in attendance).

"Each year, our Summer Celebration offers the tech community a casual and fun outlet for networking and making industry connections," said Ken Myer, president and CEO of the WTIA. "This year, we're excited to partner with Xconomy to showcase some of our industry's greatest undiscovered musical talents in the Battle of the Tech Bands. What better way to spend a summer evening than with good company, cold drinks and great music?"

The cost for the event is \$30 for members/\$35 for non-members (online registration) or \$35 members/\$40 non-members at the door. More information and registration details are available on the WTIA's Web site: <http://www.washingtontechnology.org>.

"We've done a Battle of the Tech Bands in Boston the last two years—and it's been a great night, great fun and helped great causes," said Bob Buderer, Xconomy founder and editor in chief. "We're really excited to work with the WTIA to do the same thing in Seattle, which we understand might have a great band or two itself."

Bands interested in competing in the Battle should send an email to [techbands@xconomy.com](mailto:techbands@xconomy.com) before Friday, June 12 with the following information:

- Band name
- Name(s) of the technology, life sciences or investment firms at which the band's members work (at least one member of the band must be affiliated with the local tech industry)

- Names of all band members and their instruments
- Band leader email address and phone number
- At least one sample song (MP3 demo)
- URL for the band's Web site or MySpace/Facebook page (if possible)

Sponsors of the Summer Celebration include Lionfish Creative (headline sponsor) and charitable partner the Technology Access Foundation.

### **About the Washington Technology Industry Association**

The Washington Technology Industry Association, founded in 1984, is the largest statewide association of technology companies, IT departments and individual technology professionals in North America. With more than 1,000 member companies representing more than 100,000 employees in Washington State, the association is a catalyst for sharing expertise, fostering collaboration, delivering key business services and advancing the value and global impact of technology companies doing business in Washington. The association's global partners are Davis Wright Tremaine LLP, Microsoft, Regence BlueShield, Sun Microsystems, Vertafore and Wells Fargo Insurance Services. The association's funding partners are AH&T Insurance, F5 Networks, GrapeCity, Moss Adams and RealNetworks. For more information, go to [www.washingtontechnology.org](http://www.washingtontechnology.org).

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