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## **PRESS RELEASE**

FOR IMMEDIATE RELEASE  
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### **Phoenix Innovation Foundation Aims to Support Groups Sponsoring Phoenix Area Events in the Arts, Science, and Technology**

Gilbert, AZ ■ August 3, 2009 - The Phoenix metropolitan area has a new non-profit organization designed to encourage the growth of community-based events. The [Phoenix Innovation Foundation](http://innovatephoenix.org) (PIF) seeks to support organizations actively providing free events within the Phoenix metropolitan area community on topics in the arts, science, and technology.

“We started the Phoenix Innovation Foundation because we see an incredible number of high-quality, free events taking place across the Valley that really need a support infrastructure,” explained Jeff Moriarty, one of the founders. Currently, each group that creates an event must navigate the challenges of organizing and putting on events alone. These challenges require the group members to focus attention away from the content of the event toward the logistics of the event, which is difficult for a small group to manage. “We realized that by pooling the conference logistics experience of our community, we could create an infrastructure that could support groups and events. Through PIF, we want to reduce the effort required for people to share their ideas and kick off something amazing.” Moriarty added, “We want to contribute to this collaboration and knowledge transfer so people can focus on sharing their passion, instead of becoming the fiftieth person in Phoenix to learn the pitfalls of conference logistics.”

PIF offers memberships to organizations that put on free and non-profit events, meaning that the organizers and participants do not make money from the event if they charge admission. An organization can become a Member or a Partner based on its financial needs. An organization with sponsors or its own financial structure can become a Partner, while a Member can receive financial assistance through PIF. “We are excited about the sponsorship potential through PIF,” Moriarty

explained, “because we know how non-profit events rely on sponsorship funds and we know local companies who are eager to support community-building events.” Each PIF membership allows the organizers to share PIF’s technical and personal resources built upon the experience of other community events. “We also expect our membership to give back by contributing to our resources,” Moriarty added. “Each event learns new things that we can share within the community to support future events.” Organizations and events current working with PIF include [Ignite Phoenix](#), [PodCampAZ](#), [Refresh Phoenix](#), [Improv AZ](#), and [Social Media Club](#).

Looking ahead, PIF plans to provide a wide range of services, including:

- Event sponsorship for community-based events on topics related to the arts, science, and technology.
- Seminars to support the exchange of ideas between community and government leaders on strategies to educate and promote local events.
- Facility and venue sponsorship for community events.
- Event promotion for PIF member organizations.

#### About Phoenix Innovation Foundation

[Phoenix Innovation Foundation](#) (PIF) is an Arizona-based non-profit organization that seeks to promote community events in the arts, science, and technology through collaboration and knowledge transfer of conference logistics, community and event-related information, and resources. Membership is open to all local groups who provide non-profit community events in the Phoenix metropolitan area.

For further information, contact Roger Williams at (602) 380-2692.

#### Related Links:

<http://innovatephoenix.org>

<http://www.ignitephoenix.com/>

<http://podcampaz.org/>

<http://www.refreshphoenix.org/>

<http://improvaz.com/>

<http://www.smcphoenix.com/>