



FOR IMMEDIATE RELEASE

SEPTEMBER 1, 2020

HappyValleyIndustry.com Celebrates Local Innovation, Entrepreneurship and Leadership

New platform features Happy Valley's Industry 4.0 leaders and the local businesses solving today's problems and shaping tomorrow's industry.

Local innovators are making a major impact across the country and around the world and HappyValley Industry wants to tell their stories. The new venture is a platform dedicated to the Happy Valley-based technology businesses driving Industry 4.0 and other markets. The online community and its various extensions will highlight local tech companies and their global impact to help them connect with top talent and other important stakeholders.

"Penn State's Research I University status has supported research, innovation and entrepreneurship for decades," says founder and publisher Greg Woodman. "Students, professors and researchers have turned their discoveries into high-impact technologies that contribute to a vibrant tech community and support business and industry on a global scale. HappyValley Industry is designed to celebrate and expand the reach of these innovators and continue to fuel their success."

"Technology companies based right here are leading the world in solutions for complex problems in business and industry and bringing enormous value to their customers, yet you don't hear their stories told with the reverence attached to places like Silicon Valley or North Carolina's Research Triangle," Woodman continued. "The idea is not to create something new, but rather to execute an organized and assertive approach to put a spotlight on existing innovation and foster important connections for our local tech sector."

The website launch is the first step in developing HappyValley Industry, which will ultimately aim for cooperative-style partnerships with local businesses. A multi-channel communications strategy will follow, including digital and print marketing for B2B audiences and industry changemakers in specific market segments. A user-engagement feature, "Ask an Innovator," will facilitate direct interaction between innovators and key stakeholders.

HappyValley Industry is powered by Affinity Connection, a leader in business communications, based in State College and owned and operated by Woodman. Over the past decades, Affinity Connection has delivered relevant and compelling content to hundreds of thousands of readers in the business, tech and industry sectors through Pennsylvania Business Central, founded by Woodman in 1991; Journeys, a quarterly business publication distributed under Innovation Park at Penn State; and HappyValley.com, which Woodman founded in 1996 and was recently sold to the Happy Valley Adventure Bureau.

Before coming to Affinity Connection, Woodman used storytelling to propel Central Pennsylvania-based company Airwalk Footwear to global standing as an internationally-recognized fashion brand in the 1990s, growing Airwalk from \$16 million to \$200 million in six years, before the brand was sold.

Woodman has led Affinity Connection using the same strategy, leading to more than \$70 million raised for more than 150 nonprofits and affinity groups nationwide. The company is eager to devote its expertise to amplifying Happy Valley's role in solving industry problems through technology, innovation and research.

“We plan to tell the world about the amazing research and innovation occurring right here in our own backyard,” Woodman said, “and to create avenues for local companies and talent to connect with each other and with international organizations that could use their expertise and solutions. We want to use storytelling and targeted distribution to lead local companies in attracting more customers and top talent.”

Learn more about HappyValley Industry when you visit HappyValleyIndustry.com. For partnership opportunities, contact Greg Woodman at greg@affinityconnection.com.

###