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FOR IMMEDIATE RELEASE

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## *SLO HotHouse Grand Opening Set for Feb. 27*

### **Cal Poly, City and Civic Leaders to Celebrate Community Collaboration**

SAN LUIS OBISPO – The region’s first small-business incubator, the SLO HotHouse, will celebrate its official opening with an open house and ribbon-cutting ceremony from 5-7 p.m. Wednesday, Feb. 27.

The SLO HotHouse, located at 955 Morro Street in downtown San Luis Obispo, is the result of a collaboration among Cal Poly’s Center for Innovation and Entrepreneurship, local business leaders, and the City of San Luis Obispo.

“As a graduate of Cal Poly and a longtime member of the community, I’m excited to see the university, the city, and the business community come together to establish and support the SLO HotHouse,” said Clint Pearce, chair of the HotHouse community advisory board. “The HotHouse will prove to be an important part of a thriving ecosystem in our community that will reliably nurture new businesses.”

The HotHouse aims to attract and support the most vibrant talent and promising innovators and entrepreneurs in an effort to build a unique and robust startup culture.

“Collaborative efforts like the SLO HotHouse are part of Cal Poly’s strategic plan to build even closer ties to the greater San Luis Obispo community,” said Cal Poly President Jeffrey D. Armstrong said. “Plans, of course, are only as good as execution, and the SLO HotHouse was born thanks to the generous support of key business leaders – many of whom are our alumni -- and thanks to the encouragement from the San Luis Obispo City Council and the San Luis Obispo Chamber of Commerce. We are proud that Cal Poly’s Center for Innovation and Entrepreneurship was able to play a major role in making the SLO HotHouse a reality.

“The SLO HotHouse not only provides entrepreneurs with a place to test their ideas, but it’s also symbolically important as tangible proof of the community’s ability to come together and take real action toward achieving an important goal,” Armstrong continued. “I am confident that the SLO HotHouse will prove to be an important and enduring inspiration to our students and other local entrepreneurs and innovators for years to come.”

Wednesday’s grand opening celebration is open to the public. A short program will feature remarks by Pearce, Armstrong and Rick Stollmeyer, founder and CEO of Mindbody, a San Luis Obispo-based, award-winning business management software company.

The open house is free and open to the public. Those planning to attend are asked to make a reservation at: [hothouseopening.eventbrite.com](http://hothouseopening.eventbrite.com).

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