



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### Giving Tuesday offers Western New York Expats Opportunity to Give Back this Holiday Season

*Buffalo, NY, November 23, 2015* -- When Buffalo Niagara area expatriates (expats), who are passionate about their hometown, return for the Holidays, they will marvel over the growth of the local startup community in a region that is ready to shed its rust-belt reputation. And this year they will have a chance to get involved through Giving Tuesday donations to support a new seed fund helping area startup companies at the critical proof-of-concept stage. As the only nonprofit venture development organization serving companies across the 27-counties in the western half of New York State, Launch NY has a crowdfunding campaign at <https://www.givegab.com/nonprofits/launch-ny/campaigns/launch-ny> where expats can make a charitable contribution to build startups and the innovation economy in a region they love. The website service charges are waived for donations made on Giving Tuesday.

Giving Tuesday, on December 1 this year, refers to the first Tuesday after Thanksgiving, following major shopping days like “Cyber Monday” with a national day of giving to charities and nonprofits. Giving Tuesday marks the beginning of what is historically the largest month for charity and non-profit donations. Launch NY hopes that former residents returning for the Holidays, and those who visit online from afar, will find time to reacquaint themselves with the local startup community and, in the spirit of the season, share their resources with those new ventures who are driving a new regional economy.

Launch NY provides pro bono mentoring and seed capital in the Upstate NY region that only receives 3% of all venture capital invested in New York State annually. “Living in the NYC area now, but having been raised in Western New York, I know that there is a way to bring more venture capital to the Upstate NY area, where there is an explosion of entrepreneurial activity. I’m committed to supporting this dynamic growth both personally and professionally. As the Executive Director of Upstate Venture Association of NY (UVANY), I know that having strong startup businesses in the region will help us attract more private sector capital to support Upstate NY as a hotbed of innovation,” said Sam Ticknor.

Another expat shares the same feelings, “Many colleagues in the entrepreneurial community leave their hometowns in the pursuit of greatness. Former Upstate New Yorkers have the unique advantage of bringing their tenaciousness, ingenuity and drive that for me comes from my upbringing in New York. Returning to find the entrepreneurial community flourishing the way it has should make any expat proud. Upstate New York is experiencing an entrepreneurial renaissance, the likes of which no one in several generations has experienced. I feel an obligation to guide others through those first trying years of hard work, just as others had guided me.” said Austin, Texas-based Graig Presti, Founder and CEO of LocalSearchforDentists.com and FindMyCompany.com.

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Launch NY clients like Buffalo-based Rachel's Remedy highlight the success of a new wave of entrepreneurs. Rachel's Remedy is a medical device offering moist heat therapy for breastfeeding problems experienced by nursing mothers. Rachel Jackson, founder and president of Rachel's Remedy, invented the product when she realized there were no products available to nursing mothers to treat breastfeeding ailments effectively. "When I was a nursing mother, every product that was on the market sacrificed mobility and the ability to keep my clothes dry and comfortable," said Jackson. "All I could think about was that there must be a better way."

Among more than 450 clients served to date, Launch NY helped Jackson and her company in the early stages of product development and fundraising. In addition to benefiting from Launch NY's experienced entrepreneurs-in-residence in the region, Rachel's Remedy leveraged Launch NY's new national mentor network for a powerful combination of broad-based business resources and specific technical expertise that facilitated her getting her product on the market in mere months. "Because of Launch NY, I found our manufacturer right here in Buffalo. We were looking to outsource so I'm ecstatic we were able to find them in Buffalo" said Jackson, "we're really looking to do as much as we can here." Rachel's Remedy also used Launch NY support to secure Food and Drug Administration approval for her medical device and embark on her first fundraising effort to for equity capital.

"Launch NY is one of the first venture development organizations in the country to support our entrepreneurs through a crowdfunding campaign to fuel vital seed capital. We know expats have so much to offer our entrepreneurs and want to get involved in venture philanthropy, so Giving Tuesday came at a perfect time to allow our expats to make a true difference in a region they love," says Marnie LaVigne, President & CEO of Launch NY.

People who are passionate about the Upstate NY region can engage with Launch NY's Facebook page, and participate with their campaign on GiveGab's website <https://www.givegab.com/nonprofits/launch-ny/campaigns/launch-ny>.

To view Launch NY's short documentary visit their Facebook Page: <http://www.facebook.com/launchny>

The documentary is also available for embedding on their YouTube page: <https://www.youtube.com/watch?v=CnJHTWT2Svk>

### **About Launch New York**

The mission of Launch New York, Inc. (Launch NY) is to identify, support and invest in high growth, high-impact startup companies and catalyze the entrepreneurial culture in the 27 counties in the Western half of New York State. Launch NY is a 501(c)(3) non-profit venture development organization that provides pro bono mentoring services combined with seed capital in order to create venture capital-ready (deal-ready) companies which have the promise to create significant economic jobs and wealth in the region. For more information, visit [www.launchny.org](http://www.launchny.org).

Launch NY was formed as a result of a collaboration between stakeholders and regional economic development leaders in Upstate New York to create successful, sustainable strategies that would foster a robust self-sustaining entrepreneurial ecosystem built on regional collaboration. Launch NY is headquartered in Buffalo and has regional co-location with partner organizations in Binghamton, Ithaca, Rochester and Syracuse. It has served over 450 companies comprising more than 1000 jobs since starting operations in 2012.

### **About Rachel's Remedy's**

Rachel's Remedy is a brand new way to treat and relieve breast feeding conditions. The only FDA cleared, moist heat or cooling therapy for nursing moms, Rachel's Remedy slips easily into a bra for treatment on the go for relief of clogged ducts, mastitis, milk blisters, blebs and engorgement. Rachel's Remedy can also help prevent mastitis, encourage let-down and helps increase milk flow.

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