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## **Mass Innovation Nights New Product Party Coming to TradeCenter 128 on Oct. 12; Free Event Taps Power of Social Media to Promote New Local Products and Celebrate Boston Region Entrepreneurship Weeks (BREW)**

October 06, 2011 - Front Section

On Wednesday, October 12, at 6 p.m., Cummings Properties and Launch, the new Cummings co-working space for entrepreneurs, will host the latest Mass Innovation Night (MIN), one of a series of grassroots events designed to leverage the local social media community and showcase a wide range of new and innovative products from local companies. This 31st monthly gathering of innovators, business experts, and social media mavens will be in the TradeCenter 128 atrium at 300 TradeCenter.

To RSVP go to [Mass.InnovationNights.com](http://Mass.InnovationNights.com)

The October event is also part of BREW (Boston Region Entrepreneurship Weeks), the second annual celebration of entrepreneurship in the Boston region.

"There is a vibrant entrepreneurial neighborhood in Woburn," said Bobbie Carlton, co-founder of Innovation Nights. "Our goal is not only showcasing the best local technology, new products and other innovation, but also providing valuable networking opportunities for the local business community."

Dennis Clarke, Cummings Properties' president and CEO, said, "Our real estate firm was founded by a serial entrepreneur more than 40 years ago, and has been serving other entrepreneurs ever since. We are delighted to partner with Innovation Nights to support area startups, and feature Woburn as an excellent place to launch and grow a business."

Mass Innovation Nights events are free to attend, but attendees are asked to "tell" someone else, either through a blog post, a tweet, a Facebook mention or simply by talking with a friend. A single event can generate hundreds of tweets, blog posts, status updates, online videos and pictures.

Prior to the event, guests are asked to vote for their favorite among that month's featured products, with the top four choices receiving an opportunity to present to the crowd the night of the event. All of the products, however, get a tabletop demo area. The events encompass many industries, and the products to be presented in October include:

- \* ArcBazar
- \* Good Tastes
- \* Grafpad
- \* Illume software
- \* My Arch Angels
- \* Open Runway
- \* Percussion

- \* Ravid
- \* Splitwise
- \* Terametric

#### About Mass Innovation Nights

Mass Innovation Nights (MIN) is a product of Innovation Nights LLC and offers an opportunity for people interested in innovative new products to connect live and online. For marketers and new product developers, MIN integrates live face-to-face events, online visibility and the power of social media to support and supplement other product launch methods, connecting with the mainstream media, social media enthusiasts, and potential partners and the marketplace. Follow MIN on Twitter or visit the website at <http://mass.innovationnights.com>

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