



News Release

Contact: Rob Rumpke
Bluegrass Tomorrow
Phone: 859-277-9614
Cell: 859-351-2447
rob@bluegrasstomorrow.org

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Kentucky Utilities Company Makes a Major Contribution To Support Bluegrass Tomorrow's *InnoVision 2018* Project.

LEXINGTON, Kentucky -- Kentucky Utilities Company (KU) has announced a \$30,000 contribution to Bluegrass Tomorrow to support the ongoing work of the organization relating to its *Bluegrass InnoVision 2018* project.

"We're pleased to make this major contribution to Bluegrass Tomorrow," said Nelson Maynard, Director of Electric Reliability at EON-US, the parent company of KU. "So much of what the *InnoVision 2018* project is all about matches up well with our mission to assist in improving the quality of life in the communities it serves. It's important to us to support regional cooperation visioning and planning that will benefit the citizens of central Kentucky in a variety of areas. Our investment will go toward *InnoVision 2018* initiatives including "Green" local action plans for environment and energy efficiency, alternative transportation initiatives, development of creative talent, diversity and social capital, arts & entertainment initiatives, conservation and preservation of our natural resources and precious Bluegrass soils, equine industry initiatives, and health care/high tech workforce development initiatives."

The *InnoVision 2018 Report* was released in 2008 comparing the Bluegrass Region to 22 other similar regions around the country that have a flagship university at their core. The report compared the Bluegrass and other regions on 150 different data points and examined the major innovations that have been implemented in these benchmark regions.

In 2009, Bluegrass Tomorrow has been working through an *InnoVision 2018 Process Roadmap*, in which over 1,000 leaders and stakeholders have been engaged in discussion about the study, prioritizing our opportunities and challenges, and developing best ideas and innovations that will do the most to advance the Bluegrass Region of Central Kentucky. A Top 10 list of Best Ideas and Innovations were released at Bluegrass Tomorrow's 20th Anniversary Vision Awards Breakfast on October 30.



Kentucky Utilities Company, based in Lexington, is committed to serving communities by producing reliable, low-cost electric energy. The company provides electricity to more than one-half million customers in 77 Kentucky counties and five counties in Virginia. KU is part of E.ON U.S., headquartered in Louisville, KY.

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P. O. Box 34185 • Lexington, KY 40588 • (859) 277-9614
www.bluegrasstomorrow.org