

## **Gwinnett Innovation Park Highlights AquaPR in Honor of 2nd Annual Women Entrepreneurs Day in Georgia**

Atlanta – March 21, 2011 - Gwinnett Innovation Park, ([www.gwinnettinnovationpark.com](http://www.gwinnettinnovationpark.com)) a dynamic and affordable environment for new and growing companies, is highlighting AquaPR and its founder and managing partner, Sharon Cuppett, in honor of the second annual Women Entrepreneurs Day in Georgia. The Women Entrepreneurs Day pays tribute to Georgia's 278,250 women business owners who generate \$40.5 billion in revenue annually and employ more than 229,000 people statewide.

For more than 20 years, Gwinnett Innovation Park has helped provide metro-Atlanta and Gwinnett entrepreneurs and new and growing businesses the resources to grow and succeed including AquaPR, a boutique agency specializing in helping technology companies, combines traditional public relations, social media and online marketing into an integrated communications strategy. Led by industry veteran Sharon Cuppett, AquaPR is a resident company of Gwinnett Innovation Park.

"As an entrepreneur, AquaPR has benefited from the business expertise at Gwinnett Innovation Park. The camaraderie and networking with other entrepreneurs provides a unique sounding board for our fast growing company," said Cuppett. "With a team which includes multiple teleworkers, GIP has provided the right mix of professional meeting space and flexible team work space."

AquaPR specializes in synchronizing activities across multiple platforms, in accordance with the ever-changing delivery of information to consumers and businesses. With expertise in marketing strategies, product and service launches, establishing a brand position and increasing market share in existing or emerging markets, AquaPR provides technology companies with a strategic marketing partner.

"Women entrepreneurs are a powerful force in the metro-Atlanta area. Sharon is a great example of a successful women entrepreneur. Her team leverages today's technology to provide companies both large and small with a powerful marketing solution," said Marcy Powers, manager of Gwinnett Innovation Park.

Gwinnett Innovation Park provides entrepreneurs with access to office and manufacturing space, telecommunication and network infrastructure, a community of entrepreneurs, business advice and planning and a network of professional service.

Gwinnett Innovation Park helps entrepreneurs succeed because they can:

- ◆ have an affordable, "instant office" for 1 to 30 employees and a short-term lease
- ◆ focus on business development without infrastructure hassles
- ◆ access business expertise
- ◆ capitalize on networking and peer CEO interaction
- ◆ enhance their business image with a professional facility and conference rooms
- ◆ improve cash flow with affordable lease terms and shared resources

## **About AquaPR**

AquaPR is a boutique agency specializing in helping technology companies combine traditional public relations, social media and online marketing into an integrated communications strategy. AquaPR combines technology and marketing to produce measurable results for its clients. The team leverages today's technologies as part of an integrated communications strategy that builds brands, influences public opinion, and drives sales. Team members have experience working with some of the world's largest brands & building world-class technologies. AquaPR combines public relations, the Internet and technology to achieve unparalleled marketing success for you. For more information visit [www.aquapr.com](http://www.aquapr.com).

## **About Gwinnett Innovation Park**

The Gwinnett Innovation Park offers an affordable environment for new and growing companies. Entrepreneurs can focus on business development and enjoy an "instant home" for their company without having to deal with facility and infrastructure hassles or lock into long-term commitments. They also have access to the business expertise of on-site executives and benefit from peer interaction, shared services and an extensive network of resources. Located in Gwinnett County, Georgia near Lawrenceville, Duluth and Norcross, Gwinnett Innovation Park is sponsored by long-time technology pioneer, Intelligent Systems Corporation [NYSE Amex: INS]. The Gwinnett Innovation Park is one of the most successful, privately funded incubation programs in the country. During its 20 year history, the Gwinnett Innovation Park has been recognized as a top technology incubator and has been home to some 75 start-up companies that are estimated to have created more than a 1,500 new jobs in the Gwinnett county area. Gwinnett Innovation Park is also home to Gwinnett's coworking space, the Entrepreneurs Hub, designed to help entrepreneurs, business consultants, teleworkers and start-up companies focus on their business while the facility staff handles all infrastructure needs. Information about the Gwinnett Innovation Park is available at [www.gwinnettinnovationpark.com](http://www.gwinnettinnovationpark.com) as well as the eHub Connections blog at [ehubconnections.com](http://ehubconnections.com) or send a message to [info@gwinnettinnovationpark.com](mailto:info@gwinnettinnovationpark.com).