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IGNITION CHAIRMAN AND CO-FOUNDER NAMED FIRST ENTREPRENEUR-IN-RESIDENCE AT THE UNIVERSITY OF GEORGIA TERRY COLLEGE OF BUSINESS

Mark “Dill” Driscoll to Contribute Expertise to Entrepreneurship, Marketing, and Management Programs; Serve as Mentor to Students

ATLANTA, GA – July 14, 2009 – *ignition*, Inc., the award-winning experiential marketing agency behind some of the world’s most ambitious campaigns and events, announced today that its chairman and co-founder, Mark “Dill” Driscoll, has been named the first Entrepreneur-in-Residence at the University of Georgia Terry College of Business. As an Entrepreneur-in-Residence, Driscoll will work with UGA faculty to further develop the new entrepreneurship program and mentor current students who would like to learn more about becoming business owners.

Driscoll, an internationally recognized experiential marketing pioneer, has founded several of the industry’s breakthrough outfits, such as World Sports Promotions, McCann Event Marketing and Momentum Worldwide. In the past, he has been actively involved with UGA as a guest lecturer, speaking on topics such as marketing, life lessons in business, and the challenges and successes of owning your own business. Additionally, he spends time on campus each semester, mentoring marketing and business students one-on-one. Activities for his upcoming appointment will include additional guest lecturing and speaking at extracurricular events, mentoring small groups or individual students by holding office hours, and helping the school and its students expand their networks in the business community.

“Our connection to the business community is vitally important. The business leaders we invite to campus give our students valuable insights to the art of managing and motivating people and the practice of business,” said Robert T. Sumichrast, dean of the Terry College of Business. “Dill’s honorary appointment as Entrepreneur-in-Residence formalizes and expands the working relationship that has developed. He’s made a lasting impact on our students and offered them practical business and life lessons that they can apply to any field.”

“Giving back to the academic community is central to *ignition*’s mission of making a positive difference in people’s lives,” said Driscoll. “This is an outstanding opportunity to not only share tactics and advice, but also to show students what kind of impact they can make on the world when they combine business savvy with compassion for others.”

About *ignition*

ignition is the award-winning experiential marketing agency behind some of the world’s most ambitious and famous events and campaigns: Coca-Cola’s Olympic Torch Relays and FIFA World Cup™ Trophy

Tours, the Live Earth concert, and the Blue Planet Run. It is also one of the first to fully integrate environmental sustainability across its operations and projects. With *ignition*, clients deliver measurable brand-building experiences that leave a lasting impression on the communities they touch, without leaving a lasting impact on the planet.