

## **Zelle Hofmann Signs on as Premier Sponsor of Minneapolis Idea eXchange Launch Event**

September 22, 2014

Zelle Hofmann is proud to be the Premier Sponsor of the launch event for the Minneapolis Idea eXchange, the Minneapolis Downtown Council's first annual festival of ideas and civic engagement that will be held in 2015.

The Minneapolis Idea eXchange launch event will be held from 5:00 p.m. to 7:30 p.m. on Thursday, October 2, 2014, and take place at a pop-up community space on the main floor of the Minneapolis City Center, located at 40 S 7th Street in Minneapolis.

The launch event will include an evening of entertainment, thought provoking presentations, and live music. The evening will kick off with The Theater of Public Policy hosting an interactive program that will feature entrepreneur Nate Garvis, University of Minnesota assistant professor and director of product design Barry Kudrowitz, and Minneapolis Foundation CEO Sandy Vargas. Following the program one of the world's greatest Cuban pianists, Ignacio "Nachito" Herrera, and select Cuban musicians will perform while guests enjoy food, beverages, and the opportunity to connect with other attendees.

Following the launch event, the Minneapolis Downtown Council will host the three-day Minneapolis Idea eXchange festival in 2015. The Minneapolis Idea eXchange will be an opportunity for community members to gather with local and national thought-leaders to inspire new ideas to activate and energize downtown Minneapolis.

Though the launch event is free, the Downtown Council is asking attendees to register on its website. For more information, or to register for the launch event, visit the Minneapolis Idea eXchange website.