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## **Launch Tennessee Announces 36/86: Southeastern Culture & Entrepreneurship Destination**

### ***Growing venture conference expands regional influence, rebrands to better serve niche market of southeastern startups***

Nashville, Tenn., Dec 1, 2014 - Pursuing its mission to find and support promising startups, Launch Tennessee (LaunchTN) announces that the organization is expanding and reorganizing its signature conference. The new event is named 36/86, representing the latitude and longitude of Nashville, TN, which will serve as the annual meeting place to celebrate the Southeast's southern culture, technology and entrepreneurship.

36/86 emerges from the Southland event, which was first conceived, launched and produced by LaunchTN in 2013. The event's original goal was to highlight the best startups throughout the Southeast and connect them to investors around the country. Expanding in scope from previous years, 36/86 debuts June 8-10, 2015 at Marathon Music Works, with a prelude of regional events leading up to it.

"We have learned that the culture of southeastern entrepreneurs and investors has enormous value and impact in the national venture ecosystem. We remain fully committed to celebrating what makes the southeast a phenomenal place to start, scale and invest in new businesses," says LaunchTN CEO Charlie Brock. "As such, we're looking for partners curious about why our region is a value beacon globally, with an unusual confluence of access, entrepreneurship and quality of life. Be sure to mark 36/86 on your calendar June 8-10 and help us spread the word."

Expect the new flagship LaunchTN event to heavily emphasize the components of life and work in the southeast: the most investable companies in the region, paired with live music, great food and incomparable hospitality.

"In 2013, attendees told us how much they loved experiencing the flavors and sounds of the southeastern while discovering an untapped market of innovators and entrepreneurs," according

to Courtney Corlew, Director of Communications for LaunchTN. “36/86 is a one-of-a kind destination to celebrate regional entrepreneurship and culture.”

The build up to 36/86 begins with pitch fests planned for key Southern cities that are other hotspots for entrepreneurial activity. Locations and dates, along with other 36/86 updates, will be announced in the coming months. Visit [www.thirtysixeightysix.com](http://www.thirtysixeightysix.com) for more information.

**About Launch Tennessee** - Launch Tennessee (LaunchTN) is a public-private partnership dedicated to supporting high-growth entrepreneurs with the goal of making Tennessee the No. 1 state in the Southeast for entrepreneurs to start and grow a company. Through the nine accelerators that it oversees, LaunchTN provides training, technical support, and assistance obtaining capital for promising early-stage companies. LaunchTN also oversees the state’s \$30 million INCITE Co-Investment Fund and organizes several entrepreneurial events including its flagship 36/86 conference. LaunchTN has played a key role in the creation of over 1800 jobs in Tennessee since 2012 and over \$650 million in early-stage capital investment in that same period. Visit [LaunchTN.org](http://LaunchTN.org) to learn more.