

For Immediate Release
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Wisconsin Government and Scientific Leaders to Highlight BIO 2006 Marketing Effort
Governor Doyle, State Cabinet Secretaries, Dr. James Thomson and Dr. Gabriela Cezar lead Wisconsin delegation

Note to Media: Wisconsin is organizing a major marketing effort at BIO 2006, the world's largest biotechnology conference to be attended by over 20,000 biotech executives, investors, journalists, policy makers and scientists from more than 60 countries. BIO 2006 will take place April 9-12 in Chicago at the McCormick Place Convention Center and over 250 Wisconsin representatives will be in attendance. The Wisconsin pavilion will be located in the exhibit hall, booth number 2570. Governor Doyle is leading the Wisconsin delegation attending BIO 2006.

WISCONSIN BIO 2006 MEDIA HIGHLIGHTS

Monday, April 10

**9:15 a.m. Wisconsin Ribbon Cutting Ceremony to Officially Open Wisconsin Exhibit Pavilion
Booth Number 2570**

Wisconsin Lieutenant Governor Barbara Lawton, Wisconsin Department of Commerce Secretary Mary Burke, Wisconsin Department of Agriculture, Trade & Consumer Protection Secretary Rod Nilsestuen, Wisconsin Department of Revenue Secretary Michael Morgan, Wisconsin Department of Financial Institutions Secretary Lorrie Keating Heinemann and Wisconsin Housing & Economic Development Authority Executive Director Antonio Riley will participate in the ceremony

**4:00 p.m. – Governor Doyle Remarks in the Wisconsin Exhibit Pavilion
4:20 p.m.**

**4:20 p.m. – Governor Doyle, Stem Cell Pioneer Dr. James Thomson and Dr. Gabriela Cezar
5:00 p.m. Available for Media Interviews / Spending Time in the Wisconsin Exhibit Pavilion**

The Wisconsin Exhibit Pavilion will be open for visitors on Monday, April 10 from 9:15 a.m. to 5:00 p.m.; on Tuesday, April 11 from 10:00 a.m. to 6:30 p.m.; and on Wednesday, April 12 from 10:00 a.m. to 3:30 p.m. Media registration for BIO 2006 is complimentary and can be done on-site at the McCormick Place Convention Center.

For more details on media registration, visit <http://www.bio.org/events/2006/media/onsite.asp>

Forward Wisconsin (www.forwardWI.com) created in 1984, is the state's business attraction organization and is a unique public-private marketing group, chaired by Governor Doyle. Its job is attracting new businesses, jobs and increased economic activity to the state. Forward Wisconsin identified biotechnology as a target industry for the state in 1988 and continues to market Wisconsin for life science growth. For more information on BIO 2006, visit <http://www.bio.org/events/2006/>.