

## **FOR IMMEDIATE RELEASE...**

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## **EKU student Cindy Madden selected as student winner of Excellence in Entrepreneurship Collegiate Business Concept Challenge**

Eastern Kentucky University student Cindy Madden has been selected as the student winner in the Sixth Annual Excellence in Entrepreneurship Collegiate Business Concept Challenge, a component of the Excellence in Entrepreneurship Awards (EIEA) program honoring business and entrepreneurship in Southern and Eastern Kentucky.

The Excellence in Entrepreneurship Collegiate Business Concept Challenge invites students from Southern and Eastern Kentucky universities, colleges, and community colleges to submit business ideas and compete for cash awards and professional consultation.

Madden, a nontraditional student currently pursuing an associate's degree in applied science in office systems and technologies, will receive a \$1,000 cash award for her creation of a business concept for "Healing Hands," therapeutic silicone massage gloves that would protect licensed massage therapists and their clients from staphylococcus bacteria and various types of common infections.

Madden's business concept estimates that approximately 10-15% of massages would benefit from the use of such therapeutic gloves, making for a potential demand of several million pairs annually across the nation.

Madden's advisor, Dr. Bill Davig, also will receive a \$250 cash award.

Madden, of Jackson County, will be recognized for her win at the 2009 EIEA ceremony, to be held Sept. 14 at The Center for Rural Development in Somerset.

The Excellence in Entrepreneurship Awards program celebrates success in entrepreneurship by recognizing businesspeople and entrepreneurs in 55 Kentucky counties who have created and are managing a successful enterprise. EIEA is sponsored by Eastern Kentucky University's (EKU) College of Business and Technology, Kentucky Highlands Investment Corporation, and The Center for Rural Development.

Madden will also represent ECU March 27-28 at "Idea State U," a statewide business plan competition sponsored by the Kentucky Cabinet for Economic Development. A combined 17 graduate and undergraduate teams from Kentucky's public universities are planning to send representatives to the competition, to be held at the Lexington Convention Center in Lexington, Ky.

Madden will enter Healing Hands in the Undergraduate Business Concept competition. She will be joined by fellow ECU student Everett King, a Richmond senior who will be entering his plan for King Fish Farms—a commercialized aquaculture center and supplier of baitfish to small and large retailers in Kentucky—in the Undergraduate Business Plan competition.

For more information about the Excellence in Entrepreneurship Collegiate Business Concept Challenge, go to <http://www.eiea.eku.edu/collegiate.php>.

*The Center for Rural Development—the Center of Excellence for rural Kentucky and the nation—provides economic and community development programs to residents in a 42-county primary service area of Southern and Eastern Kentucky, and is home to several statewide and national technology-based programs. For more information on programs available through The Center, visit [www.centertech.com](http://www.centertech.com).*