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Cook Medical and Chamber's Tech Council Team Up to Support the Next-Generation of Innovators in the Community

First Annual Cook Medical Innovation Award to be Presented on October 13, 2009

Winston-Salem (August 12, 2009) – [Cook Medical](#), in partnership with the Technology Council of the Winston-Salem Chamber of Commerce, has created the Cook Medical Innovation Award to be presented to an area individual, company or organization for developing a product, procedure or concept that represents an elegantly simple solution to a complex problem; benefits society; positively affects the marketplace and demonstrates a high degree of creativity.

"The Cook Medical Innovation award is intended to help gain a level of recognition for outstanding efforts that might otherwise go unnoticed," says Bill Gibbons, President of Cook Endoscopy. "There's a significant amount of creative and impactful work being done locally—and this award is designed to highlight these contributions."

"We feel privileged to work with Cook Medical on this award," adds Peggy Low, Senior Vice President of Technology at the Chamber. "Because the company's entire business model is based on a creative and innovative approach to product design, it is particularly fitting that Cook wants to encourage and reward others in the local business community who take a similar approach."

The award will be presented at the Chamber's Annual Meeting on October 13, 2009 and the winner will be evaluated by a judging panel of Cook Medical executives and engineers. Judges will select five finalists, who will be invited to present their innovation to the panel at Cook Medical in person. Nominees are not required to be members of the Chamber to participate.

The deadline to enter the contest is September 7, 2009—and further information (including submission requirements and the nomination form) is available at the Chamber website at http://www.winstonsalem.com/Cook_Medical_Innovation_Award.aspx. Questions about the award may be directed to Peggy Low, Senior Vice President of Technology at the Winston-

Salem Chamber of Commerce, 336.728.9226 and peggylow@winstonsalem.com.

About Cook Medical

Cook Medical was one of the first companies to help popularize interventional medicine, pioneering many of the devices now commonly used worldwide to perform minimally invasive medical procedures. Today, the company integrates device design, biopharma, gene and cell therapy and biotech to enhance patient safety and improve clinical outcomes in the fields of aortic intervention; interventional cardiology; critical care medicine; gastroenterology; radiology, peripheral vascular, bone access and oncology; surgery and soft tissue repair; urology; and assisted reproductive technology, gynecology and high-risk obstetrics. Cook is a past winner of the prestigious Medical Device Manufacturer of the Year Award from *Medical Device & Diagnostic Industry* magazine. For more information, visit www.cookmedical.com.

About the Technology Council

The Chamber's Technology Council is the largest group in the Triad dedicated to developing high-technology businesses. The Council has played a vital role in establishing and expanding the Piedmont Triad Research Park, bringing the state's first satellite office of the North Carolina Biotech Center to Winston-Salem, developing technology-specific curriculum for workforce training, and more. Working closely with other community leaders, the Council is dedicated to promoting this area as a center for technology and fostering collaboration among the many groups involved in technology initiatives.

About the Chamber

The Greater Winston-Salem Chamber of Commerce is the leading business organization in Winston-Salem and Forsyth County, representing nearly 2,000 area businesses that are committed to increased economic development in the region. The Chamber is dedicated to establishing Winston-Salem as a technology-driven economic center, and provides services to strengthen existing businesses, support entrepreneurs, and encourage small business creation. The Chamber supports public school student achievement, workforce, and higher education development.

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