

**The Genesis Group**  
of the Mohawk Valley Region

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**For Immediate Release**

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**“GENESIS ANNOUNCES SECOND ROUND OF WELCOME STUDENT INITIATIVE NOW MOBILE!”**

Genesis Group executive director Raymond J. Durso, Jr., announced today that the Genesis Welcome Student Initiative - January edition - is being launched to welcome the new and returning students at our region's 11 area colleges!

"All of our area colleges are once again promoting our website on their campuses." said Durso. "The colleges and the area merchants who participated all told us this is a great new initiative and that they wanted it repeated and expanded."

**"THANKS TO THE GENEROSITY OF CAPRARO TECHNOLOGIES, INC., OUR WELCOMING WEBSITE HAS GONE MOBILE, SO STUDENTS AND OTHERS INTERESTED IN COLLEGE EVENTS, COLLEGE STUDENT DISCOUNTS AT AREA BUSINESSES, AND MORE, CAN PICK US UP ON THEIR CELL PHONES. The site is [www.TheGenesisGroup.org](http://www.TheGenesisGroup.org) , and the mobile access is [mobile.TheGenesisGroup.org](http://mobile.TheGenesisGroup.org)."** Durso continued. "We are also looking at access through other means requested by students, such as Facebook."

Another new innovation added by Capraro Technologies, Inc., is a map that helps students find any of the 75 businesses that have posted their student discounts on our Participating Businesses page. With this, and the new links to Participating Businesses' web sites, the students can find out more than ever about stores and services they want to visit. The Genesis Group expressed its great appreciation to Capraro Technologies, Inc., for its very innovative contributions to the effort!

The Community Calendar page lists events open to the public at Utica College, Mohawk Valley Community College, Herkimer County Community College, and Morrisville State College. Students and members of the public can go here for one place to find great college sports events, music, performances, lectures and more at great area colleges, with more schools to be added soon.

Durso was joined at the press conference by Presidents Randal VanWagoner, of Mohawk Valley Community College, Dr. Ann Marie Murray, of Herkimer County Community College and Dr. Todd S. Hutton, of Utica College and by former Oneida County Executive Ralph Eannace, who has chaired the Welcome Student Initiative for Genesis.

Colleges included in the Genesis Welcome Student Initiative include Mohawk Valley Community College, Utica College, Herkimer County Community College, SUNYIT, PrattMWP, Morrisville State College, Empire State College, St. Elizabeth School of Nursing, USC-The Business College, Hamilton College, and Colgate University. Durso and Eannace thanked all of the area colleges for their active involvement in making this project work.

"We also thank the area Chambers of Commerce for partnering with the colleges and with us on this. We encourage any area business organizations and area businesses to look at our site and to join by posting student discounts they wish to offer, along with website links. It's free to the businesses; we are just trying to get everyone together who wants our students and their families to enjoy our Mohawk Valley Region, and, perhaps, to stick around!" said Durso.

"Finally, we wish to thank CENTRO for working with us on promoting their transportation passes on campuses, and the Observer Dispatch for their link on our site to FUSION, so our students can find regional events through our site." said Durso. "With more than 25,000 college students back in our midst this week, our WSI provides a great new way to link the colleges and communities of the Mohawk Valley. It's great for the students, and the schools. It's great for business. In short, it's great for the Mohawk Valley region!"