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**MuseTrek JOINS IN LAUNCH OF  
BOSTON 100K ARTSCIENCE INNOVATION PRIZE**

Boston, Mass, Jan. 14, 2009 – MuseTrek is an exciting new company that aims to transform how we explore cultural resources and museums around the world. The company was created by Harvard University students at the Idea Translation Lab at Harvard, and is being developed by TechPoint Ventures, a Boston based business incubator and development firm. MuseTrek has formed a special partnership with Le Laboratoire, an innovative experimental art center in Paris to creatively engage urban youth in Boston as part of the launch of the new Boston 100K Artscience Innovation Prize of the Cloud Foundation, in Boston. As creative participants in the experimental development of MuseTrek, urban youth will create 'museum treks' over the course of the spring and summer of 2009 at one or more major world museums. Through this experience they will learn lessons of innovation at this intersection of art and information science. MuseTrek plans to eventually donate some of its profits to support the Artscience Prize, an annual award, announced in January of 2009 by Mayor Thomas Menino and David and Aurélie Edwards, founders of the Cloud Foundation.

"I'm delighted to support the Boston 100K Artscience Innovation Prize," says MuseTrek CEO Bill Jacobson. "This is an exciting opportunity for bright kids from the city of Boston, and other cities, including Paris and Singapore. It will give them a unique insight into the startup adventure and sharpen their creative skills, while teaching us what youth see, and wish to see, in richly diverse cultural institutions around the globe."

Says Gail Lord, President of Lord Culture Resources, a key partner to MuseTrek, "I'm thrilled to be working with the MuseTrek team. I believe it will transform what we think of as a museum visit and make museums more exciting places for more people - especially for the post-Google generation."

MuseTrek founders include Mishy Harman, Roe Gilron, Tarik Umar, Aviva Presser, P.K. Shiu, Bill Jacobson, and David Edwards.

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