



**Growing a Future of CLEAN RENEWABLE ENERGY**

**MEDIA ADVISORY**

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**Genera Energy to Receive Southern Growth Policies Board 2011 Innovator Award;  
*Biomass Company Recognized for Innovative Manufacturing Practices***

**Knoxville, TN.** – Monday, June 13, 2011 the Southern Growth Policies Board will honor Genera Energy with the 2011 Innovator Award presented by Virginia Governor Bob McDonnell in Roanoke. Genera, a Knoxville-based clean renewable energy company, is recognized as a company that has achieved success through the adoption of innovative manufacturing practices.

For the past three years, Genera has been working to build a biofuels industry in the state of Tennessee. Since its inception in 2008, Genera has built one of the world's first demonstration-scale cellulosic biorefineries; partnered with local farmers to grow switchgrass (an energy crop) on more than 5,000 acres in East Tennessee; and is currently developing a Biomass Innovation Park for the processing and storage of biomass (switchgrass) for cellulosic ethanol production. Genera has partnered with DuPont for the operation of the demonstration-scale biorefinery.

Since 2003, the Southern Growth Policies Board has used the Innovator Award to honor companies that are improving the economic opportunities and quality of life in the Southern region of the United States.

**Genera Energy** is a for-profit limited liability company wholly owned by the University of Tennessee Research Foundation. Genera provides a vehicle to leverage state and federal funding with private research and development investments, strategic partnerships and collaborations to further research, economic development and clean energy objectives. Genera focuses on developing integrated biomass supply chain solutions and strategic partnerships to support the bioenergy industry. Genera's portfolio of public-private clean energy objectives includes biomass, biofuels and energy crops. [www.generaenergy.net](http://www.generaenergy.net)

**Southern Growth Policies Board** is a non-partisan public policy think tank based in Research Triangle Park, North Carolina. Formed by the region's governors in 1971, Southern Growth Policies Board develops and advances visionary economic development policies by providing a forum for partnership and dialog among a diverse cross-section of the region's governors, legislators, business and academic leaders and the economic- and community-development sectors. This unique public-private partnership is devoted to strengthening the South's economy and creating the highest possible quality of life. [www.southerngrowth.com](http://www.southerngrowth.com)

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