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### **School House CEO Rachel Weeks is Featured Panelist at NC Entrepreneurship Summit**

*The ethical fashion entrepreneur will be a featured panelist at the Governor's Entrepreneurship Summit September 21-22 at the Durham Convention Center.*

**Durham, NC** – Ethical fashion entrepreneur and School House CEO, Rachel Weeks, will be a featured panelist at this year's North Carolina Governor's Entrepreneurship Summit at the Durham Convention Center September 21-22, 2011.

According to its website, the summit will focus on entrepreneurship education, financing, support services, networking, policy, and community support for startups, featuring over 50 speakers and panelists from across the state.

Weeks will be a featured panelist during Wednesday's afternoon session entitled "Three Entrepreneurs under 30," with a keynote presentation from Inc.com contributing editor, Donna Fenn. Weeks, who was recently honored as the SCORE Foundation's 2011 Outstanding Woman-Owned Small Business of the year, hopes to use the panel as a platform for speaking on the importance of supporting small businesses as a crucial part of rebuilding the American economy.

"It's an honor to be a part of the North Carolina Governor's Entrepreneurship Summit this year. The theme of 'breaking the mold' particularly resonated with me and my experiences at School House, where we strive to innovate from product design to customer service in this trying economic climate," said Weeks. "I look forward to learning from my peers, and the community at large, as we leverage our creativity for the greater good of our state."

Weeks' panel discussion is scheduled for Wednesday, September 21<sup>st</sup>, at 3:00pm at the Durham Convention Center. Registration for the conference is available online or at the door, and registration options vary from single day entry to full conference passes. For more information please visit <http://www.ncentresummit.org/register.php>.

This is the 5<sup>th</sup> annual Summit since the conference's inception in 2006. The conference is made possible through an alliance between the North Carolina Governor's Office and the North Carolina Entrepreneurship and Innovation Alliance. Notable speakers include Eventsys founder Louis Foreman and Martin Eakes, co-founder of Self-Help Credit Union.

You can read more about 2011 North Carolina Entrepreneurship Summit at <http://www.ncentresummit.org/>.

For more information, contact School House at [Melissa@shopschoolhouse.com](mailto:Melissa@shopschoolhouse.com) or by phone at [\(919\) 687-4000](tel:9196874000).

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**About School House:** In 2007, Rachel Weeks traveled to Sri Lanka as a Fulbright Scholar to build a socially responsible clothing company. Her dream, which started with a t-shirt and an order from her

alma mater at Duke, has transformed into School House, a fashion-forward, ethically sourced collegiate apparel brand.

School House's collections of men's and women's "Made in America" collegiate tees, hoodies, lounge pants, dresses and more are available online at [www.shopschoolhouse.com](http://www.shopschoolhouse.com) and at 100+ collegiate bookstore retailers nationwide.

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Wordpress Blog: Feel Good Fashion, [www.shopschoolhouse.wordpress.com](http://www.shopschoolhouse.wordpress.com)

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