

WELCOME TO THE CHOOSE FRAMINGHAM NEWSLETTER



*Choose Framingham Newsletter
April 30, 2019 - In This Issue:*

**MetroWest Life Sciences Network
Launch Event**

**Framingham Is Open for Business
- 33 New York Avenue**

Staples Rebranding

**Framingham Celebrates the
Boston Marathon at Mile 6**

**Danforth Museum at Framingham
State University**



**Framingham
Celebrates the**

**MetroWest Life Sciences Network
Launch Event**

Boston Marathon

Celebrate 6 and Team Framingham

In what has become an annual tradition, [Downtown Framingham, Inc.](#) brought the Framingham community together at their annual Celebrate 6 Marathon event on Marathon Monday. Large crowds gathered at 701 Waverly Street to cheer on the runners in a party atmosphere with music, food, fun activities for kids and grown-ups alike. Boston-based pop/rock bands Lavish and Boston's BTS entertained the crowd, while food trucks were on site providing some yummy treats. Local sponsors were on hand with some games and activities for the crowd. Separate from the Downtown Framingham, Inc. festivities, the City sponsored Team Framingham, a group of 22 runners chosen by random lottery, who raised money to support five local Framingham charities: [Jeff' Place](#), [Boys and Girls Club of Metrowest](#), [Discovering Hidden Gems](#), [Amazing Things Arts Center](#), and [Framingham Adult ESL](#).



(Team Framingham on the bus ride to the start line)

As of April 16th, the team has raised \$107,000, which is the highest total ever in the history of the program. Since 2014, Team Framingham runners have raised almost \$500,000

Leaders from local biotech, pharma, healthcare, MedTech and life science-based businesses, municipal officials, and economic and business development organizations launched the MetroWest Life Sciences Network (MWLSN) at an event on April 4.



With more than 170 business professionals in attendance, leaders explained their mission, which is to foster awareness and continue development of the MetroWest region's

bio-medical ecosystem. They aim to create a sense of community and professional development, networking, and employment opportunities among health and life science professionals. Mayor Spicer welcomed attendees at the event.



In Fall 2017, Framingham's EDIC hosted a panel of Life Sciences in the region. It was the first time many of these industry leaders in MetroWest had come together. Gabriele Brambilla of [Alira Health](#) has been instrumental in launching this network in partnership with the city and other founding members. The founding members are from [ABI-LAB](#), [Alira Health](#), [King Street Properties](#), [Bowditch Attorneys](#), [Middlesex Savings Bank](#), [MetroWest Medical Center](#), and [Sanofi](#). In June of 2018, Framingham was the host to life sciences executives from all over the world on a [bus tour](#) of the region's lower-cost, high quality alternative to the region's life sciences hub in Boston and Cambridge. The MWLSN has several events planned for 2019/20 including a MetroWest Case Competition, Life Science Street Market, CEO Unplugged Tour, Tour at AdvaMed, and more.

For more information on member benefits, or to become a member, contact [Marlana Voerster](#), Director of Global Marketing

for charities benefiting the Framingham community. Congratulations to all the runners!

Danforth Museum at Framingham State University

Reopening Celebration



After many months of construction, the [Danforth Art Museum at Framingham State University](#) had their reopening celebration on Saturday, April 13th. Visitors are encouraged to stop by and check out their new location in the Jonathan Maynard Building at 14 Vernon Street. The Museum is open Tuesday through Friday, from 10-5pm and from 12-5pm on Saturday and Sunday. Danforth also offers art classes for students of all ages. For more information on their classes, visit [their website](#).



danforth

at Alira Health.

Framingham Is Open for Business - 33 New York Avenue

11,522 square feet of space available, near Route 9, Route 30, and the MassPike

King Street Properties is currently listing 11,522 square feet of lab and office life science space available for lease in the 106,000 square foot one-story building at 33 New York Avenue. Conveniently

located near Route 9, Route 30, and the Mass Turnpike, this building is currently leased to several companies including [Replimune Group](#). Renovations in 2019 include new facade, roof and parking areas, as well as upgraded utilities. There is a dedicated loading area and tenant entrance along with a 3/1000 parking ratio.

The building is conveniently located in Tech Park, with neighbors such as [Sanofi](#), [Bose](#), and [Staples](#), the 33 New York Avenue building is located in one of Framingham's most active life sciences zones. The property is an ideal location for growing companies with its close proximity to [Framingham State University](#) and its highly educated available workforce.

For more information on the property, contact [King Street Properties](#).



Staples Rebranding

Brand Evolution #WorklifeSolutions

Staples, the worldwide office supply company headquartered in Framingham, recently announced their new rebranded digital and delivery approach on how they engage with their customers. Through the comprehensive transformation of their digital and delivery brand and approach, the company remains committed to supporting their customers in staying connected and having productive workplaces. In support of their new brand, Staples has developed five innovative product brands to target a specific

business need. These five new brands include [TRU RED™](#) (thoughtfully designed business essentials such as pens and organizational accessories), [NXT Technologies™](#) (technology solutions that keep teams connected), [Coastwide Professional™](#) (professional-grade facility supplies built to spec), [Union & Scale™](#) (furniture and décor collections), and Perk™ (quality breakroom essentials). As part of the rebranding, Staples has introduced a new logo along with innovative product brands, designed to inspire creativity throughout their customer's everyday Worklife experience.



Staples recognizes that work can be more than just a job, rather a career full of purpose, which is what they call "Worklife". "Our customers have a passion for making their workplace the best it can be," said Sandy Douglas, Staples' Chief Executive Officer. "At Staples, we share that passion. Worklife fulfillment is about helping businesses of all sizes as they create the most dynamic and productive work environments for their teams."

With this rebranding, Staples continues to be a strong force in the competitive office supply market. They innovate and adapt to changes in the way we work and their location in Framingham gives them access to local talent, as well as easy access to markets around the world.

For more information on the Staples transformation, visit their [website](#).

Framingham EDIC

chooseframingham@framinghamma.gov