



# Media Release

Monday 9 October, 2006

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## NEW SPONSOR FOR MELBOURNE BOSTON MEDICAL EXCHANGE PROGRAM

Melbourne Internet marketing company L Cubed has joined the City of Melbourne as a sponsor of the prestigious Melbourne-Boston Research Exchange Fellowship.

The Fellowship, established last year by Council and Melbourne –Boston Sister City Association, funds a research and study program that sends an up and coming medical researcher to improve their skills and knowledge in Boston.

Lord Mayor John So said he welcomed the company's commitment to the Fellowship.

"This is an important example of corporate philanthropy and community engagement from a Melbourne business," he said.

"The Fellowship provides an opportunity for an emerging medical researcher to stretch themselves, build international connections and bring long term benefits to Melbourne's outstanding medical research institutions.

"We have been building connections between Melbourne and Boston for 21 years now and sharing ideas in the field of medical research makes sense. Both cities are renowned centres for biotechnology and medical research institutions including the Royal Melbourne Hospital which is Melbourne's longest established hospital and the famous Harvard Medical School in Boston.

"The City of Melbourne is committed to supporting talented emerging researchers across a wide range of medical fields as part of our focus on building Melbourne's reputation as a knowledge city."

L Cubed founding director Luke Farley said the company believed that their business was about more than simple commerce.

"Since our foundation in 2002 we have intended not only to be an outstanding supplier in our field, but also to act with integrity and to give back to the wider community," he said.

"L Cubed provides pro bono internet marketing services to a range of lesser known community groups. More information about our work with these organisations can be found on our website.

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“As a Melbourne CBD based business, supporting the Melbourne-Boston Research Exchange Fellowship also provides us with a way of recognizing the important role the city plays in our success.”

Last year’s Fellowship recipient was Royal Melbourne Hospital rheumatologist Dr Sharon Van Doornum who spent two months collaborating with leading experts on research into the treatment of rheumatoid arthritis in patients with cardiovascular disease at Boston’s Partners HealthCare organisation.

L Cubed’s sponsorship of the program was secured by the Melbourne Boston Sister City Association.

**L Cubed Background:**

L Cubed was founded in 2002 to help businesses understand and benefit from the internet phenomenon.

Many business owners and marketers understand that the internet is revolutionising the way we communicate and do business, but no one can tell them in plain English how to leverage this opportunity. L Cubed closes this gap.

L Cubed are experts in online marketing and the use of Software as a Service (SaaS) applications for extremely cost effective operational support.

For more information please visit [www.lcubed.com.au](http://www.lcubed.com.au)