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**NATURALLY BOULDER ANNOUNCES JUDGES, DETAILS FOR 2013 AUTUMN AWARDS
AND PITCH SLAM; GREEN LIVING EXPERT AND TV HOST SARA SNOW TO EMCEE**

*New This Year: \$2,000 Cash Prize for Pitch Slam Winner,
Audience Voting via Text; Event Set for Oct. 9th at Boulder Theater*

BOULDER, COLO. – SEPT. 3, 2013 – Naturally Boulder, an economic development organization whose mission is to nurture start-up natural foods companies and promote Boulder as the epicenter of the natural products movement, today announced the panel of judges for its annual Autumn Awards and entrepreneurial pitch slam. [Naturally Boulder's Autumn Awards and Pitch Slam Party](#) will take place at the Boulder Theater from 5 to 9 p.m. on Wednesday, October 9th.

[Sara Snow](#), author, organic food advocate and former host of Discovery Health's "Get Fresh with Sara Snow," will serve as master of ceremonies for the event.

Naturally Boulder Pitch Slam

The 2013 Naturally Boulder Pitch Slam judges are: [Carole Buyers](#), senior vice president, investor relations and business development, Boulder Brands; [Nova Covington](#), CEO and founder, Goddess Garden; [Hass Hassan](#), member of the board of directors of Whole Foods Market and formerly co-founder, president and CEO of Alfalfa's Market; [John Maggio](#), CEO of Big Mouth Snack and founder of Boulder Chips; and [Steve Wangler](#), vice president of sales for SPINS.

For the first time in the eight-year history of Naturally Boulder's Pitch Slam, the audience at the Boulder Theater also will be able to vote for the winner, casting votes via text message as the Pitch Slam happens.

Winning the Naturally Boulder Pitch Slam can help catapult new and emerging natural products companies into accelerated business success. Past winners include [Bamboobies](#), makers of

washable nursing pads from organic materials; [White Girl Salsa](#), a line of all-natural tomatillo-based salsas; [Goddess Garden](#) organic sunscreen and natural sun care products; and [EVOL Foods](#) all-natural frozen burritos and meals.

“There’s no way to put a price on the wisdom and insights participants can gain from such well-respected business leaders in an open forum like the Naturally Boulder Pitch Slam,” said Ellen Feeney, Naturally Boulder board president. “We’re proud of the positive impact that winning the Pitch Slam has had on emerging entrepreneurial companies from the Boulder natural products community.”

Free and open to the public, the Naturally Boulder Pitch Slam preliminaries will take place from 11:30 a.m. to 4 p.m. on Wednesday, October 9th at eTown Hall, 1535 Spruce Street in Boulder. Up to 25 new and emerging natural products companies will have an opportunity to pitch their unique concepts to the judges in three minutes or less. Three finalists will be selected to present at the Autumn Awards and Pitch Slam Party at the Boulder Theater that evening. The winning company will receive a cash prize of \$2,000 from Naturally Boulder, as part of a prize package of business-building services valued at more than \$39,000, provided by Naturally Boulder supporters.

Naturally Boulder Autumn Awards

The 2013 Naturally Boulder Awards will be presented at the Boulder Theater that evening. Naturally Boulder member companies submitted entries during the summer and a panel of distinguished judges determined the winners.

Serving as awards judges are: [Chris Leach](#), professor of finance and Deming Professor of Entrepreneurship, Leeds School of Business at the University of Colorado, Boulder; [Jane Miller](#), CEO, Rudi’s Organic Bakery; and [Mark Retzloff](#), chairman of the board, Alfalfa’s Market and co-founder, Greenmont Capital Partners.

Naturally Boulder award categories include:

- **Best Young Business Award**, won in 2012 by [Boulder Soup Works](#). This award is for rising stars in the natural products industry, in business five years or fewer, demonstrating the ability to survive and grow in the competitive world of start-ups.
- **Company of the Year Award**, won in 2012 by [Door to Door Organics](#). This award is for successful companies in business for more than five years that have begun proving their ability to thrive and succeed as leaders in the natural products industry.
- **Local Hero Award**, won in 2012 by [Joan Boykin](#), formerly executive director of The Organic Center. This award is for leaders in government, academics, or a not-for-profit, whose passion and commitment have made meaningful contributions to our community.
- **Lifetime Achievement Award**, won in 2012 by Paul Repetto, co-founder of Horizon Organic Dairy and partner at Greenmont Capital Partners.

- **Lance Gentry Breakthrough Innovation Award**, for an inventive product, service, or process that provides purposeful health and wellness benefits to consumers, won in 2012 by [Cheribundi](#).
- **Focus on the Future Sustainability Award**, for a project or initiative in sustainability that exemplifies a game-changing effort to fuse the principles of sustainability into core business practices, won in 2012 by [Teatulia](#).

Sara Snow

Sara Snow, author, organic food advocate and former host of Discovery Health’s “Get Fresh with Sara Snow,” will serve as master of ceremonies for Naturally Boulder’s 2013 Autumn Awards and Pitch Slam Party. Sara serves on the board of directors of The Organic Center and has hosted The Organic Center’s annual gala dinner at Natural Products Expo West for the past several years.

Naturally Boulder Autumn Awards and Pitch Slam Party Details

Naturally Boulder’s 2013 Autumn Awards and Pitch Slam Party takes place from 5 to 9 p.m. on Wednesday, October 9th at the Boulder Theater. Advance registration is required and tickets are \$90 for Naturally Boulder members and \$100 for non-members. On October 2nd, ticket prices rise to \$110 for Naturally Boulder members and \$120 for non-members. The evening will include mingling over cocktails and a dinner menu of passed and buffet-style appetizers, entrees and desserts using locally-produced natural and organic ingredients, presented by Big Bang! Catering. The event is expected to sell out. Tickets may be purchased [online at the Naturally Boulder website](#): www.naturallyboulder.org.

About Naturally Boulder

Naturally Boulder is an economic development organization dedicated to nurturing and promoting organic and natural products businesses of all sizes in Boulder, throughout Colorado’s Front Range and beyond. We do this by creating meaningful connections for and among our members, offering education in business-building skills, serving as an advocate on important issues and coordinating economic development activities that advance the interests of our members. Our vision is to be the most supportive organic and natural products community in the nation, enabling companies to thrive so they can change the world for the better. Naturally Boulder was created in 2005 and today has more than 650 members, including manufacturers, service providers, entrepreneurs, investors and individuals who are part of a thriving organic and natural products community in Boulder and throughout our region. Visit us online at www.naturallyboulder.org.

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