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**TICKET SALES AND PITCH SLAM ENTRIES START THIS WEEK FOR
NATURALLY BOULDER 2013 AUTUMN AWARDS AND PITCH SLAM**

***Last Year's Event Was a Sell-Out; Organizers Expect to Fill Boulder Theater Again This Year;
Pitch Slam Entries Limited to 25 Emerging Natural and Organic Products Entrepreneurs***

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 that ticket sales and Pitch Slam applications will begin on Thursday, Sept. 5th, for Naturally Boulder's Autumn Awards and Pitch Slam Party, taking place on Wednesday, Oct. 9th at the Boulder Theater.

Tickets may be purchased, and entrepreneurs may apply to participate in the Pitch Slam, [online](http://www.naturallyboulder.org) at www.naturallyboulder.org.

Tickets for the 2012 Naturally Boulder Autumn Awards and Pitch Slam sold out days in advance of the event, with more than 325 persons attending.

This year's Pitch Slam preliminary judging round will be capped at no more than 25 participants. To participate in the Pitch Slam, entrepreneurs must:

- Be members of Naturally Boulder
- Represent a company in business for at least one year, with demonstrated revenue
- Be doing business in the Boulder/Denver area

During the Pitch Slam preliminaries, entrepreneurs from new and emerging natural products companies will have three minutes each to pitch their unique concepts to a panel of judges comprised of natural products industry veterans. Three finalists will be selected to present at the Autumn Awards and Pitch Slam Party at the Boulder Theater that evening, with the winning company receiving a prize package of business-building services provided by Naturally Boulder supporters. Last year's prize package was valued at more than \$45,000.

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](#), makers of frozen burritos, meals, flatbreads and pizzas.

Last year's Naturally Boulder Autumn Award winners included: [Door to Door Organics](#), Company of the Year Award; [Boulder Soup Works](#), Best Young Business Award; [Teatulia](#), Focus on the Future Sustainability Award; [Joan Boykin](#), Local Hero Award; and [Cheribundi](#), Lance Gentry Breakthrough Innovation Award. The award for Lifetime Achievement in the natural products industry was presented to Paul Repetto, co-founder of Horizon Organic Dairy.

Awards judges, Pitch Slam judges and the Pitch Slam prize package will be announced over the next 30 days.

About Naturally Boulder

Established in 2005 as an economic development initiative by the City of Boulder and the Boulder Economic Council, Naturally Boulder's mission is to solidify Boulder as the epicenter of the natural products industry. We do this by supporting emerging businesses to launch and stay in Boulder, Colo., and by attracting natural products businesses to the region. We promote natural and organic products and services in Boulder through various events and educational opportunities. Please visit <http://www.naturallyboulder.org> for more information.

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Naturally Boulder Autumn Awards and Pitch Slam Party Details

Winner will be announced at Naturally Boulder's 2013 Autumn Awards and Pitch Slam Party taking place from 5 to 9 p.m. on Wednesday, October 9th at the Boulder Theater. Tickets go on sale on Thursday, Sept. 5th at www.naturallyboulder.org.

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