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JUDGES ANNOUNCED FOR NATURALLY BOULDER 2014 PITCH SLAM; TICKETS ON SALE FOR OCT. 1st 10th ANNIVERSARY AUTUMN AWARDS AND PITCH SLAM PARTY

Prior Pitch Slam Winners Return to Hear Pitches from 25 Emerging Natural and Organic Products Entrepreneurs; Event Moves to Boulder's St. Julien Hotel

BOULDER, COLO. – Sept. 11, 2014 – Naturally Boulder, an economic development organization whose mission is to nurture community, leadership and innovation in the Colorado natural products industry, today announced the judges for Naturally Boulder's 10th anniversary Pitch Slam, taking place as part of the [2014 Autumn Awards and Pitch Slam Party](#) on Wednesday, Oct. 1st at Boulder's St. Julien Hotel.

Judging this year's Naturally Boulder Pitch Slam will be four prior Pitch Slam winners:

- [Phil Anson](#), founder and CEO of EVOL Foods, 2006 Pitch Slam winner
- [Nova Covington](#), founder and CEO of Goddess Garden, 2009 Pitch Slam winner
- [Julie Nirvelli](#), founder and head honcho, White Girl Salsa, 2010 Pitch Slam winner
- [Kerry Gilmartin](#), founder, Bamboobies, 2011 Pitch Slam Winner

"The Pitch Slam has been a signature event for Naturally Boulder for many years," said Bill Capsalis, president of Naturally Boulder. "This is the first time in our history that our judging panel has been comprised entirely of prior winners, and each of these successful entrepreneurs will bring valuable insights and perspective to our Pitch Slam contestants."

This year's Pitch Slam preliminary judging round, beginning at 2:30 p.m. at the St. Julien, will be capped at no more than 25 participants. The Pitch Slam preliminary round is free and open to the public; doors open at 2 p.m. 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

The deadline for entering the 2014 Pitch Slam is Monday, Sept. 15th at 5 p.m. Entry details are available online at www.naturallyboulder.org/events.

During the Pitch Slam preliminaries, entrepreneurs from new and emerging natural products companies will have two minutes each to pitch their unique concepts to the judges, plus a two-minute Q&A. Five finalists will be selected to present live on stage at the Autumn Awards and Pitch Slam Party at the St. Julien that evening; winners will receive prize packages of business-building services provided by Naturally Boulder supporters and free Naturally Boulder memberships. Last year's grand prize package was valued at nearly \$40,000.

The audience at the St. Julien will be able to help select the winners, casting votes via text message as the Pitch Slam happens.

Naturally Boulder Autumn Awards

Along with the Pitch Slam, the 2014 Naturally Boulder Autumn Awards will be presented at the St. Julien on the evening of Oct. 1st. Naturally Boulder member companies submitted entries early this fall, and the board of directors of Naturally Boulder determined the winners.

Naturally Boulder award categories include:

- **Best Young Business Award**, won in 2013 by [Alfalfa's Market](#). 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 2013 by [WhiteWave Foods](#). This award is for successful companies in business for more than five years that have proved their ability to thrive and succeed as leaders in the natural products industry.
- **Lance Gentry Breakthrough Innovation Award**, for an inventive product, service, or process that provides purposeful health and wellness benefits to consumers, won in 2013 by [Goddess Garden](#).
- **Lifetime Achievement Award**, won in 2013 by [Mo Siegel](#), founder of Celestial Seasonings.

Naturally Boulder's 2014 Autumn Awards and Pitch Slam Party begins with cocktails, networking, red carpet photos and a buffet, from 5 to 7 p.m. The Pitch Slam finals and awards presentation begin at 9 p.m.

Tickets may be purchased [online](#) at www.naturallyboulder.org. Advance ticket prices are \$65 for Naturally Boulder members and \$75 for non-members. At 5 p.m. on Sept. 19th, ticket prices will rise to \$90 for members and \$100 for non-members. Tickets for the 2013 Naturally Boulder Autumn Awards and Pitch Slam sold out days in advance, with more than 350 persons attending.

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 nurture community, leadership and innovation in the Colorado natural products industry. Please visit <http://www.naturallyboulder.org> to learn more.

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