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**NATURALLY BOULDER ANNOUNCES JUDGES AND EVENT DETAILS
FOR 2012 AUTUMN AWARDS AND PITCH SLAM**

*Tickets Now on Sale for Autumn Awards and Pitch Slam Party,
Set for Oct. 10th at Boulder Theater*

BOULDER, COLO. – SEPT. 27, 2012 – Naturally Boulder, a local 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 10 p.m. on Wednesday, October 10th.

Naturally Boulder Pitch Slam

The 2012 Naturally Boulder Pitch Slam judges are: [Joan Boykin](#), former executive director and interim board member, The Organic Center; [Justin Gold](#), founder and CEO, Justin's Nut Butter; [Liz Myslik](#), CEO of Fresca Brands Innovation Group and executive vice president of Fresca Foods; [Paul Repetto](#), partner at Greenmont Capital Partners and co-founder of Horizon Organic Dairy; and [Tom Spielberger](#), CFO at Celestial Seasonings.

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; and [Goddess Garden](#) organic sunscreen and natural sun care products.

"It's rare for leaders of new and emerging natural products companies to gain wisdom and insights directly from a panel of such well-respected business leaders in an open forum like the Naturally Boulder Pitch Slam," said Doug Radi, Naturally Boulder board president. "The candor and feedback offered during this event is unparalleled in our industry."

Free and open to the public, the Naturally Boulder Pitch Slam preliminaries will take place from 12:30 – 4:30 pm on Wednesday, October 10th at Rembrandt Yard, 1301 Spruce Street in Boulder. Up to 30 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, with the winning company receiving a prize package of business-building services valued at more than \$20,000, provided by Naturally Boulder supporters.

Naturally Boulder Autumn Awards

The 2012 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 judges are: [Lisa Bell](#), Crescendo Communications; [Eric Gricus](#), Innovation Center of the Rockies; [Liz Hanson](#), City of Boulder; [Paul Jerde](#), Deming Center for Entrepreneurship at the Leeds School of Business, University of Colorado; [Fred Linder](#), New Hope Natural Media; [Mark Retzloff](#), Alfalfa's Market; and [Rick Sterling](#), Sterling-Rice Group.

Naturally Boulder award categories include:

- **Best Young Business Award**, won in 2011 by [New Planet Beer](#). 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 2011 by [EVOL Foods](#). 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 2011 by [Chef Ann Cooper](#). 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 2011 by [Hass Hassan](#), co-founder of Alfalfa's and managing director at Greenmont Capital Partners.

Two new award categories have been added for 2012:

- **Breakthrough Innovation Award**, for an inventive product, service, or process that provides purposeful health and wellness benefits to consumers
- **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

Naturally Boulder Autumn Awards and Pitch Slam Party Details

Naturally Boulder's 2012 Autumn Awards and Pitch Slam Party takes place from 5 to 10 p.m. on Wednesday, October 10th at the Boulder Theater. Advance registration is required and tickets are \$85 for Naturally Boulder members and \$95 for non-members. On October 5th, ticket prices rise to \$105 for Naturally Boulder members and \$115 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.naturallyboulderproducts.com](http://www.naturallyboulderproducts.com).

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 www.naturallyboulderproducts.com for more information.

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