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**NATURALLY BOULDER ANNOUNCES PRIZE PACKAGE FOR 2012 PITCH SLAM
VALUED AT MORE THAN \$45,000**

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

BOULDER, COLO. – OCT. 1, 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 package of business services and other prizes that will be won by the winner of its 2012 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.

This year's Naturally Boulder pitch slam prize package includes:

- A package from [New Hope Natural Media](#) including a free booth at the Natural Marketplace Show (\$3,000), marketing credit toward Expo West (\$1,975), a complimentary copy of the NEXT Forecast (\$1,195 value) and a complimentary one-year subscription to *Nutrition Business Journal* (\$1,295), with a total value of \$7,465
- A mentoring session with the marketing team at [Earth Balance](#), Glutino and Udi's
- Ten hours of legal consultation from [Polsinelli Shughart](#), valued at \$3,750
- A brand video from Boulder's [Whizzbang Studios](#), valued at \$7,500
- A half-day session with the marketing and sales team at [Fresca Brands Innovation Group](#), to focus on the winner's choice of brand identity, positioning and target market; sales strategy and plan; or marketing plan
- A new package or branding design from [Interact on Shelf](#), which has designed packages for brands including Ciao Bella, Breyers, YoCrunch, Godiva, Disney and Marzetti
- A coaching lunch with [Brendan Synott](#), co-founder of Bear Naked Granola and CEO and founder, Revelry Brands

- A grant valued at \$1,500 from the [Deming Center for Entrepreneurship](#) at the CU Boulder Leeds School of Business, for a student intern to support the winner
- A month of service for a new product PR campaign from [Fresh Ideas Group](#), a \$5,000 value
- Consulting on creative and technical product development from [Spork and Ladle](#), including a day in the lab for product development with experts, valued at \$3,000
- Legal services from [O'Brien Braun](#), valued at \$3,000
- A small-business membership to [HUB Boulder](#), with access to a network of mentors, entrepreneurs and investors, valued at \$450
- Legal review of a website and package label from [Greenberg Traurig](#), for up to three hours of services, valued at \$1,350
- Copy services from [Copy Experts](#), valued at \$1,000
- Label printing services from [Primeflex](#), valued at \$1,000
- A \$200 [Door to Door Organics](#) gift card
- A \$100 spice collection from [Rocky Mountain Spice Company](#)
- Canisters of tea valued at \$50 from [Teatulia](#)

“The value of pitch slam prize package seems to increase every year,” said Blake Waltrip, Naturally Boulder board member and vice president and chief marketing officer at Celestial Seasonings. “This year’s package offers almost everything an emerging natural and organic products company could want in order to get off to a great start.”

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.

Naturally Boulder Autumn Awards and Pitch Slam Party Details

The winner will be announced at Naturally Boulder’s 2012 Autumn Awards and Pitch Slam Party taking 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 event is expected to sell out. Tickets may be [purchased online at 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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