

## **Naturally Network launches at Natural Products Expo West to accelerate and broaden conscious growth of the natural and organic products industry**

***Austin, Bay Area, Chicago and North Bay affiliate organizations replicate the Naturally Boulder model***

**BOULDER, Colo. (February 27, 2019)** – [Naturally Network](#) will make Natural Products Expo West in Anaheim, Calif. on March 7<sup>th</sup> its official launch pad. This new national organization becomes a reality after a year of mounting interest to further expand the model of [Naturally Boulder](#), a 1,400-member natural products organization. Naturally Boulder's first affiliate was [Naturally Bay Area](#) in 2018. Two recent affiliates to join the Naturally Network -- [Naturally Chicago](#) and [Naturally Austin](#) -- will be activated with the announcement of this national launch. This development takes place as geographic regions seek to provide local resources for growing natural and organic companies. The model-adaptation has gained exceptionally swift traction in the Bay Area, where an additional affiliate, currently operating as [North Bay FIG](#), will transition into Naturally North Bay later in 2019.

“For years I received granular questions from companies in the Boulder-Denver community about things like where to find kitchen space, capital and how to connect with a buyer,” says Naturally Boulder Executive Director Arron Mansika. “As Naturally Boulder’s reputation grew nationally, those questions scaled up. People began to ask me how they could replicate the Naturally Boulder model in their own region, and the concept of a Naturally Network took root.”

Each of the distinct affiliates is united by its commitment to Naturally Network’s [guiding principles](#) which promote regenerative business practices to improve human, animal and environmental welfare. The affiliates also share Naturally Network’s branding, national member database, educational programming models, annual pitch slam competition and community celebrations. However, the mission and vision of each affiliate is tailored to reflect the composition of the local natural products community and its needs. Acting as a resource facilitator, each Naturally Network affiliate will expedite the development of their regional natural and organic products community.

The formation of the Naturally Network is timely as consumers increasingly demand innovative products that progress social good. [Acute Market Reports](#) predicts the natural and organic market to continue a compounded annual growth rate of 11.1 percent during 2018-2026. Naturally Network supports brands at all stages of development, empowering them to take full advantage of this booming sector.

As has been historical for Naturally Boulder, the Naturally Network and its affiliates will provide resources and connections for companies at all stages and of all sizes, from start-ups to Fortune 500 companies, both private and public.

**FOR IMMEDIATE RELEASE**

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“The Naturally Network is a national hub to support distinct geographical epicenters for natural and organic companies. Our ultimate gift is the power of conscious connection and community,” said Mansika.

The Naturally Network looks forward to accepting additional affiliates as early as Q1 of 2020.

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### **About Naturally Boulder**

Naturally Boulder is an economic development organization dedicated to nurturing and promoting organic and natural products businesses to be a powerful force for positive change. Naturally Boulder was created in 2005 and today has nearly 1,400 members comprised of manufacturers, service providers, entrepreneurs, investors and individuals in Boulder, CO and its extended region. Naturally Boulder members receive meaningful connections to mentors and peers, access to cutting-edge business education and participate in community celebrations. Visit us online at <https://www.naturallyboulder.org/>, and find us on [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#).