

News Release  
**For Immediate Release**

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**Organic and Natural Product entrepreneurs compete for prizes worth nearly \$100,000  
at Naturally Boulder's 16th Annual Pitch Slam**

*This year's virtual event includes sample boxes delivered to homes, global voting*

BOULDER, Colo. (October 2, 2020) - On October 29, one young organic or natural products company will receive a life-changing prize package, after beating out nine other companies in [Naturally Boulder's](#) Shark Tank-style Pitch Slam. Now in its 16th year, Naturally Boulder's biggest annual event "[Pitch Slam](#) & [Autumn Awards](#) featuring [Innovation Showcase](#)" will be held online, via [New Hope Network's Spark Change](#) platform, for the first time, allowing people all over the world to "tune in," vote for the winner, and try a sample box full of up-and-coming natural and organic products.

"It's been a dark year for many, and now, more than ever, we're excited to empower young companies that have their hearts, minds and business strategy set on making the world a better, healthier and more sustainable place," said Naturally Boulder Executive Director Arron Mansika. "The Pitch Slam won't be just an abbreviated version of previous years' events - we're creating an even more robust, exciting event that will still allow the participants to share their news and their products, while being fun, interesting and valuable for the people enjoying the event from home."

The winner of the Pitch Slam receives a booth at [Natural Products Expo East 2021](#) and a guaranteed opportunity to pitch at the Expo East Pitch Slam. The first, second and third-place winners split a prize pack of a robust suite of business services from sponsors, such as free financial and legal advice, packaging design, strategy consulting from leading marketing and public relations agencies, and more - a total package worth nearly \$100,000.

This year's well-known and well-respected Pitch Slam judges include [rePlant Capital](#) Co-Founder Robyn O'Brien, [Weller](#) Co-Founder John Simmons, [Birch Benders](#) Co-Founder and CMO Lizzi Ackerman, and CEO and President of [ONE Brands](#), Peter Burns. Past Pitch Slam winners include [Hoplark Hoptea](#), who went on to win the 2019 Best New Beverage Award from Natural Foods Expo West, and [Evol](#).

"Ever since we decided to launch a natural product, Naturally Boulder was there to educate and connect us to a vibrant community," said Hoplark Founder Dean Eberhardt. "Winning the Naturally Boulder Pitch Slam was one of our proudest moments as a brand. There is immense nationwide recognition for this award, we received many positive connections in the industry with key stakeholders after winning, and the prize package is beyond lucrative, helping set up a young company for success."

In previous years, people had to attend the Innovation Showcase to meet exhibitors and sample their products. This year, event registrants can order from a selection of tailored consumer product

good boxes, with considered themes such as Decadent "Better for You" Sweet and Savory Foods, Fun and Functional Beverages, Health-Conscious and Allergen-Friendly Plant-Based Box, and Wellness and CBD functional products. The deadline for purchasing Innovation Showcase sample boxes is Oct. 8.

Following the Pitch Slam presentations, Naturally Boulder will present four [Autumn Awards](#) to celebrate exceptional "movers and shakers" in the organic and natural products industry: the Pitch Slam Award ( first, second, third place and People's Choice vote receive trophies), the Breakout Brand award, the Industry Leader/Community Champ of 2020 Award and the Climate Catalyst of 2020 Award, which is Naturally Boulder's newest award, and highlights [Naturally Boulder's recent climate commitment](#).

[Passes](#) are on sale now. Early registration passes, which include access to all three events, are \$25 + fees for members, and \$45 + fees for non-members. Early registration ends Oct. 2. Standard passes are \$40+ fees for members, and \$60 + fees for nonmembers. Registration closes Oct. 26th at 5 p.m. MDT. The event's exclusive sponsor is [New Hope Network](#).

### **Important Dates to Remember:**

Oct. 2: Deadline to purchase early registration passes

Oct. 2: Deadline to nominate a company for Climate Catalyst of 2020 Award

Oct. 5: Deadline to apply to be a pitch slammer

Oct. 8: Deadline to apply to exhibit at the Innovation Showcase (including featuring products in the sample boxes)

Oct. 8: Deadline to purchase Innovation Showcase sample boxes

Oct. 26: Registration closes

Oct. 29: Naturally Boulder's 16th annual Pitch Slam & Autumn Awards – Innovation Showcase 1-4 p.m. MDT. Pitch Slam & Autumn Awards 4-6 p.m. MDT

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[Professional, high resolution photos available here](#), additional photos available on request. Photos courtesy of Naturally Boulder. **Media will receive a complimentary pass. Contact Emily Tracy at [emily@rootmarketingpr.com](mailto:emily@rootmarketingpr.com) to receive your free pass.**

### **About Naturally Boulder**

Naturally Boulder is a 501(c)6 non-profit, 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 over 1,000 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](#).

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