

News Release  
**For Immediate Release**

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**Naturally Boulder's Largest Annual Event – Pitch Slam – Returns in Person**  
*Prize pack, valued at \$75,000 attracts young Colorado organic and natural product entrepreneurs*

**BOULDER, Colo.** (August 11, 2021) - A life-changing \$75,000 prize pack will be given out on October 21 to young natural and organic companies in [Naturally Boulder's](#) competitive Shark Tank-style [Pitch Slam](#). Now in its 17th year, Naturally Boulder's biggest annual event "[Pitch Slam & Autumn Awards](#) featuring [Innovation Showcase](#)" will be held in person at the Boulder Jewish Community Center as well as streamed on YouTube. Last year, [Gruvi](#) took home the Pitch Slam and People's Choice awards, while [Mortal Kombucha](#) took home second place and [Bloombox Foods](#) won third.

Naturally Boulder was established in 2005 to nurture and promote organic and natural products businesses to be a powerful force for positive change. The organization has since grown to Austin, New York, San Diego, Chicago, California's Bay Area and California's North Bay Area.

"Colorado is home to some of the country's most cutting-edge natural and organic companies, and this event allows us to highlight many of them," said Naturally Boulder Executive Director Bill Capsalis, who took on the position in March 2021. "As the Naturally Network grows – we are now in six major cities – we can provide promising young companies with lucrative opportunities they likely wouldn't have been exposed to otherwise."

The winner of the Pitch Slam receives a complimentary booth at the [Natural Products Expo East 2022](#) trade show 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 Naturally Boulder 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 \$75,000.

"Winning the 2020 pitch slam was really a validating moment for Gruvi," said Gruvi Founder Niki Sawni. "It gave us the confidence to continue pushing forward, seek investors and build a great team. We are heading to Expo East next month with our Naturally Boulder prize and are excited for that experience and opportunity. We greatly value the support of the Naturally Boulder community."

Following the Pitch Slam presentations, [rePlant Capital co-founder Robyn O'Brien](#) will give the keynote speech. Naturally Boulder will then present four [Autumn](#)

[Awards](#) to celebrate exceptional “movers and shakers” in the organic and natural products industry: the Pitch Slam Award (the first, second, and third place receive trophies and a piece of the prize pack; the People’s Choice vote-winner is awarded a trophy); the Breakout Brand 2021 award; the Industry Leader/Community Champ of 2021 Award; and the Climate Catalyst of 2021 Award, which debuted last year to highlight Naturally Boulder’s recent climate commitment.

[Passes](#) are on sale now. Early registration passes are available until September 19 at 11:59 p.m. MDT and include access to all three events for \$69 + fees for members, and \$89 + fees for non-members. Standard registration passes are available from September 20 to October 10 at 11:59 p.m. MDT and are \$89 + fees for members, and \$109 + fees for non-members. Late registration passes are available October 11-18 at 11:59 p.m. MDT and are \$99 + fees for members and \$119 + fees for non-members. Ticket sales close at 5 p.m. MDT on October 18.

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

Now - September 19: Early registration

September 9: Deadline to nominate a company for Climate Catalyst of 2021 Award

September 20 - October 10: Standard registration

September 28: Deadline to apply to be a pitch slammer

September 29: Deadline to apply to exhibit at the Innovation Showcase

October 11-18: Late registration

October 21: Naturally Boulder's 17th annual Pitch Slam & Autumn Awards –

Innovation Showcase 1-5 p.m. MDT; Pitch Slam & Autumn Awards including Keynote presentation 5-7 p.m. MDT; Innovation Showcase reconvenes along with networking and nibbles 7-8:30 p.m. MDT

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[Professional, high resolution photos available here](#), additional photos available on request. Photos courtesy of Naturally Boulder. **Contact Emily Tracy at [emily@rootmarketingpr.com](mailto:emily@rootmarketingpr.com) to inquire about a complimentary media 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 Colorado. Naturally Boulder members receive meaningful connections to mentors and peers, access to cutting-edge business education, and participate in community celebrations. Visit them online at <https://www.naturallyboulder.org/>, and find us on [Facebook](#), [Instagram](#), and [LinkedIn](#).

For media information or interviews with Naturally Boulder Executive Director Bill Capsalis, contact Emily Tracy at 919.449.4803 or [emily@rootmarketingpr.com](mailto:emily@rootmarketingpr.com).