

News Release
For Immediate Release

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Naturally Boulder's Annual Awards Expands to Honor More Leaders in Natural Products Industry

Organization will host Annual Awards on Nov. 16; Pitch Slam shifts to spring

BOULDER, Colo. (October 25, 2022) - [Naturally Boulder](#), the state's leading organization committed to promoting organic and natural products businesses, has announced changes to its annual Pitch Slam & Annual Awards. The 18th [Annual Awards](#) will be held on Wednesday, November 16 at the historic Boulder Theater at 6 p.m. Naturally Boulder will be debuting three new award categories and reinstating a previously discontinued award to honor and support even more individuals and businesses in the industry.

Longtime sustainability advocate and Applied Ecological Institute Director Tina Owens will hold a fireside chat with Naturally Boulder Executive Director Bill Capsalis on the subject of "How to nurture a global citizenship mindset." New Hope Network Editor Todd Runestad will serve as emcee. Their usual competitive Shark Tank-style Pitch Slam will be hosted February 23, 2023, rather than alongside the Annual Awards. Annual Awards [tickets](#), open to the public, are available for purchase.

"From brand new companies that are finishing their first round of funding to brands with 40+ years under their belt, the breadth of the natural products companies who call Colorado home is staggering – and encouraging," said Capsalis. "Our goal is to hold an event that really highlights the hard work of these people and their companies."

In addition to the Industry Leader of the Year and Conscious Business Catalyst (previously called Climate Catalyst Award) awards, Naturally Boulder will award an Emerging Brand of the Year, Brand of the Year, Service Provider of the Year and Lance Gentry Award. The latter, in honor of the former JUSTIN'S executive, highlights a Colorado organization that has made significant innovation through a new product, packaging, novel nutrition, system, and/or offering that is new to the market. Award nominations are free and are open from [now](#) until October 26.

"Some rare people come into your life and shift the trajectory of your business or change you personally. Lance Gentry was one of those special individuals. He significantly altered the arc of several local companies, including IZZE and JUSTIN'S. In his short but amazing life, we were lucky to have him as part of our community. We're pleased to honor his legacy with this award in his name," said Capsalis.

In 2021, [Danone North American](#) won the Climate Catalyst Award; [Cappello's](#), known for its grain- and gluten-free pizza, pasta and cookie dough, was awarded the Breakout Brand Award; and Justin Levy, executive director of [Conscious Alliance](#), took home the Industry Leader/Community Champ 2021 award.

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, Bay Area, Chicago, Los Angeles, Minnesota, New York, North Bay and San Diego.

Important Dates to Remember:

- Now - Oct. 31: Regular registration (\$89 tickets for Naturally Boulder members, \$114 for non-members)
- Oct. 26: Deadline to nominate a company or individual for an Annual Award
- Nov. 1-15: Late registration (\$99 tickets for Naturally Boulder members, \$124 for non-members)
- Nov. 16: Day-of registration (\$159 tickets for Naturally Boulder members and non-members)
- Nov. 16, 6-9 p.m.: Naturally Boulder's 18th annual Annual Awards

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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 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, retailers, and individuals in Colorado and beyond. 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 them 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.