

FOR IMMEDIATE RELEASE

Calling new businesses! Compete for startup funds at NLEA Pitch Night Competitions this fall

July 23, 2019—Polish up your business plan, the Northern Lakes Economic Alliance (NLEA) Northern Michigan Pitch Night competitions are back! All entrepreneurs and new businesses two years old or less are welcome to apply to compete for their share of startup dollars in the county where their business is or will be located. The public is welcome to come and cheer on their favorite local businesses at each competition!

This year there are three county-wide pitch nights taking place in Antrim, Charlevoix, and Cheboygan Counties sponsored by Consumers Energy and DTE Energy Foundation and various local sponsors; the top three winners from each county pitch night will then have the opportunity to compete for additional startup funds at the Grand Event. Applications for each county-wide competition can be found at the following sites, Antrim Pitch Night www.antrimpitchnight.com, Charlevoix County Ignite www.charlevoixignite.com, and Invest Cheboygan County www.investcheboygan.com.

The Charlevoix County Ignite competition will be held at Castle Farms on October 9, 2019. Doors open at 5:00pm and the event will start at 5:30pm. Special thanks to the local planning team for making this competition possible, Boyne Area Chamber of Commerce, Boyne City Main Street, Charlevoix Area Chamber of Commerce, Charlevoix Main Street, East Jordan Chamber of Commerce, East Jordan DDA, Service Corps of Retire Executives (SCORE), and Small Business Development Centers (SBDC).

The Invest Cheboygan County competition will be held at the Cheboygan Opera House on November 6, 2019. Doors open at 5:00pm and the event will start at 5:30pm. Special thanks to the local planning team for making this competition possible, City of Cheboygan, Cheboygan Area Chamber of Commerce, Cheboygan Main Street Indian River Chamber of Commerce, Mackinaw City Chamber of Commerce, and SBDC.

The Antrim Pitch Night competition will take place on Nov 8, 2019 at Shanty Creek Resorts. Doors open at 5pm and the event will start at 5:30pm. Special thanks to the local planning team for making this competition possible, Village of Bellaire, Village of Elk Rapids, Village of Ellsworth, Village of Mancelona, Short's Brewing Company, Shanty Creek Resorts, SCORE, and SBDC.

Competitors will receive business counseling from professionals from the SBDC and SCORE to help in preparing a 4-minute business pitch for the panel of judges on the night of the competition. 1st, 2nd, and 3rd place winners will be awarded as well as an audience selected People's Choice Award. There will also be time for competing businesses to network and make connections with other business professionals and angel investors in the audience.

For more information visit each Pitch Night website, Antrim Pitch Night www.antrimpitchnight.com, Charlevoix County Ignite www.charlevoixignite.com, and Invest Cheboygan County www.investcheboygan.com. Contact NLEA Office at 231-582-6482 for questions.

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