



FOR IMMEDIATE RELEASE

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SOREDI's LAUNCH|Talk Pitch Contest Offers Business \$500 Cash

Medford OR – Thursday, May 10, SOREDI's LAUNCH Southern Oregon will host a Pitch Contest at the Oak Knoll Golf Course in Ashland. The program will feature a series of 5-Minute Startup Pitches, given by area entrepreneurs. The audience favorite will walk away with a \$500 Cash Prize, sponsored by KDP Certified Public Accountants. Tickets are \$15 for SOREDI Members/\$20 for Non-members. Ticket price includes dinner and a drink ticket. Food will be catered by the Curbside King food truck, frequently located in downtown Medford. Additional drinks are available for purchase at the Oak Knoll Clubhouse. Visit www.soredi.org/events to register.

Last year's prizewinner, Breanna Grieve, used her \$500 prize money to set up her online store. She says, "I was so busy developing my products and looking for customers, that I didn't realize how important it was to have a polished pitch to represent my company!" Grieve continues, "I was so nervous, but I received some coaching at SOREDI. It was a real thrill to be chosen by the audience! It's been amazing to see how far \$500 could go in providing practical things, like business cards, and a banner, for my business. I think every new company should go through this process and everyone should come out to watch them and encourage them!" In addition to financial assistance, Grieve was also able to meet people at the event, many of whom provided services or advice that assisted her business, as well.



Breanna Grieve, Unicorn Glitter Shirts

The presenters competing for the prize this year, will offer the audience a surprising variety. The Coffee Bean Bag, Vera Scents, Isoped, Life Change Manufacturing, Livestock of the World, and American Aquarium Products, represent smart, efficient, creative businesses across Southern Oregon. If you are thinking of starting or growing a company in Jackson or Josephine County, if you offer services to local businesses or if you've ever considered participating in building local companies as an investor, you won't want to miss this showcase. In addition to the presenters, there will be ample networking time where startup companies will be able to mix and mingle with resource providers and potential investors.

LAUNCH Southern Oregon is an initiative of SOREDI, created to support startup companies in Jackson and Josephine Counties. The City of Ashland, Southern Oregon University (SOU), the Small Business Development Center (SBDC), First Interstate Bank and Neuman Hotel Group, provide funding and direction for the LAUNCH|Talks, an ongoing series of inspirational and informative talks offered for entrepreneurs monthly. For more information on upcoming LAUNCH|Talks, visit www.soredi.org/events.

About SOREDI: SOREDI is a private, membership-based, non-profit organization, governed by a board of directors. Its eight-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at <http://www.soredi.org>.