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MEDIA RELEASE

9th Annual PitchIt! Minto Business Plan Competition Released! Over \$25,000 in cash and prizes to be won!

Harriston, March 2, 2020:

The PitchIt! Minto Business Plan Competition has been released for its 9th season. The competition started in 2012 in an effort to grow small businesses in Minto and increase awareness of the resources available. The Town of Minto in partnership with LaunchIt Minto and our generous sponsors are proud to once again offer a great opportunity for anyone looking to open, purchase, expand or relocate a business within the Town of Minto.

Similar to last year, there is prizing for the winner; all finalists and a pool of prizing that can be customized based on the needs of the businesses. New this year, property owners are stepping up to the plate and offering several months of free rent (utilities excluded) to a business plan that fits with their location (up to their discretion). Thanks to the support of our generous community sponsors over \$25,000 in cash and prizes will be awarded.

“The format of last year’s competition went over really well with sponsors and participants” said Belinda Wick-Graham the Town of Minto’s Business & Economic Manager, “being able to offer customized prizing that would have the greatest impact on the businesses proved very valuable in sustaining their success. This year we look forward to partnering with our property owners to see more of our downtown locations filled”.

For anyone interested in entering the competition, details and application forms can be found online at www.town.minto.on.ca or at the Town of Minto Office located at 5941 Hwy 89, Harriston. Questions regarding the competition or property owners with vacancies that wish to participate can be directed to Belinda Wick-Graham at 519-338-2511 ext. 241 or belinda@town.minto.on.ca