



PRESS RELEASE

For Immediate Release

PEIBWA Announces *Sensational Summer PitchFest Competition*

Monday, May 16, 2022, Charlottetown, PE --- The PEI Business Women's Association (PEIBWA) is excited to announce a new Pitch Competition for women entrepreneurs in Prince Edward Island. The ***Sensational Summer PitchFest 2022*** – the first of its kind in PEI – is a competitive pitch competition for women entrepreneurs in early growth-stage businesses seeking growth capital for an innovative business venture or to further develop or launch a new product or service.

Through a series of workshops, coaching with industry experts, and networking opportunities, participants will have a chance to **compete for a \$15,000 cash award!**

Funding for this new program is being provided by the PEI Interministerial Women's Secretariat and the Atlantic Canadian Women in Growth Partnership and is open to women-owned businesses from any sector who have been in operation for at least one year prior to the date of application.

“We are so excited to announce this new one-of-a-kind opportunity to engage and empower more women entrepreneurs across Prince Edward,” says PEIBWA CEO Margaret Magner. “In addition to the substantial financial opportunity which could really make a difference to an early-stage company, we are providing a platform specifically built for women to learn new skills, to build confidence, and to open new doors for them and their businesses. And it’s going to be really fun!”

The call for submissions opened May 4th, with the **deadline for applications on Friday, June 3rd**. All eligible applicants will have the opportunity to participate in pitch-training workshops in June, with finalists being announced on July 6th. **The live competition will be held in Charlottetown on July 27th**, where one deserving company will be announced the winner of PEIBWA’s ***Sensational Summer PitchFest 2022***.

For more information about ***PEIBWA’s Sensational Summer PitchFest 2022***, and to submit an application, visit www.peibwa.org or check us out on social media at @PEIBWA.

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About PEIBWA

The PEI Business Women's Association (PEIBWA) is a member-based not-for-profit organization with a mandate to educate, empower and inspire PEI women to succeed in their business endeavours. Incorporated in 1993, it is the only women's business association with an Island-wide mandate in the province and has a membership of 550 women entrepreneurs and business professionals. PEIBWA provides advisory services, training, opportunities for development, and connections with other women in business. www.peibwa.org