



PRESS RELEASE

For Immediate Release

PEIBWA Announces their *Sensational Summer PitchFest* Finalists

Tuesday, July 12, 2022 - Charlottetown, PE --- The **PEI Business Women's Association (PEIBWA)** is pleased to announce that six Island women entrepreneurs have been selected as finalists for the 2022 ***Sensational Summer PitchFest*** Competition launched in May.

This program is a competitive pitch competition for women entrepreneurs from across PEI seeking growth capital for an innovative business venture or to further develop or launch a new product or service.

The Call for Applications for the Sensational Summer PitchFest 2022 closed June 3rd, with pitch-training workshops offered to all participants throughout the month of June.

Congratulations to the six finalists: Simonne Cormier, Au Naturel Solutions Inc., Eastern Kings; Josee Gallant-Gordon, Elm Grove Centre, Elmsdale; Sarah Bennetto O'Brien, The Handpie Company, Albany; Debbie Brady, Oyster Art, Tyne Valley; Sol Paddle Tavern, Jenna Shinn & Neally Currie, Charlottetown; and Rachael Sonola, Sonola Sweets, Charlottetown.

These six companies will receive one-on-one pitch coaching by industry experts – before participating in the live pitch competition with the opportunity to receive \$15,000 to grow and expand their operations. The live event will be held in Charlottetown on Wednesday, 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***, visit www.peibwa.org or check us out on social media at @PEIBWA.

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Media Contact

Maryne Floch--Le Goff
Communications and Events Officer
PEI Business Women's Association
T : 902-892-6040
E : maryne@peibwa.org

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